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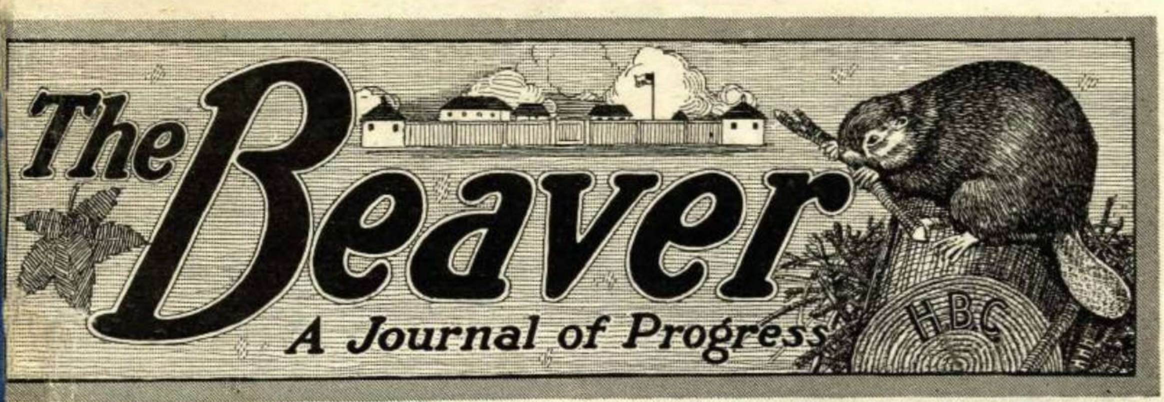
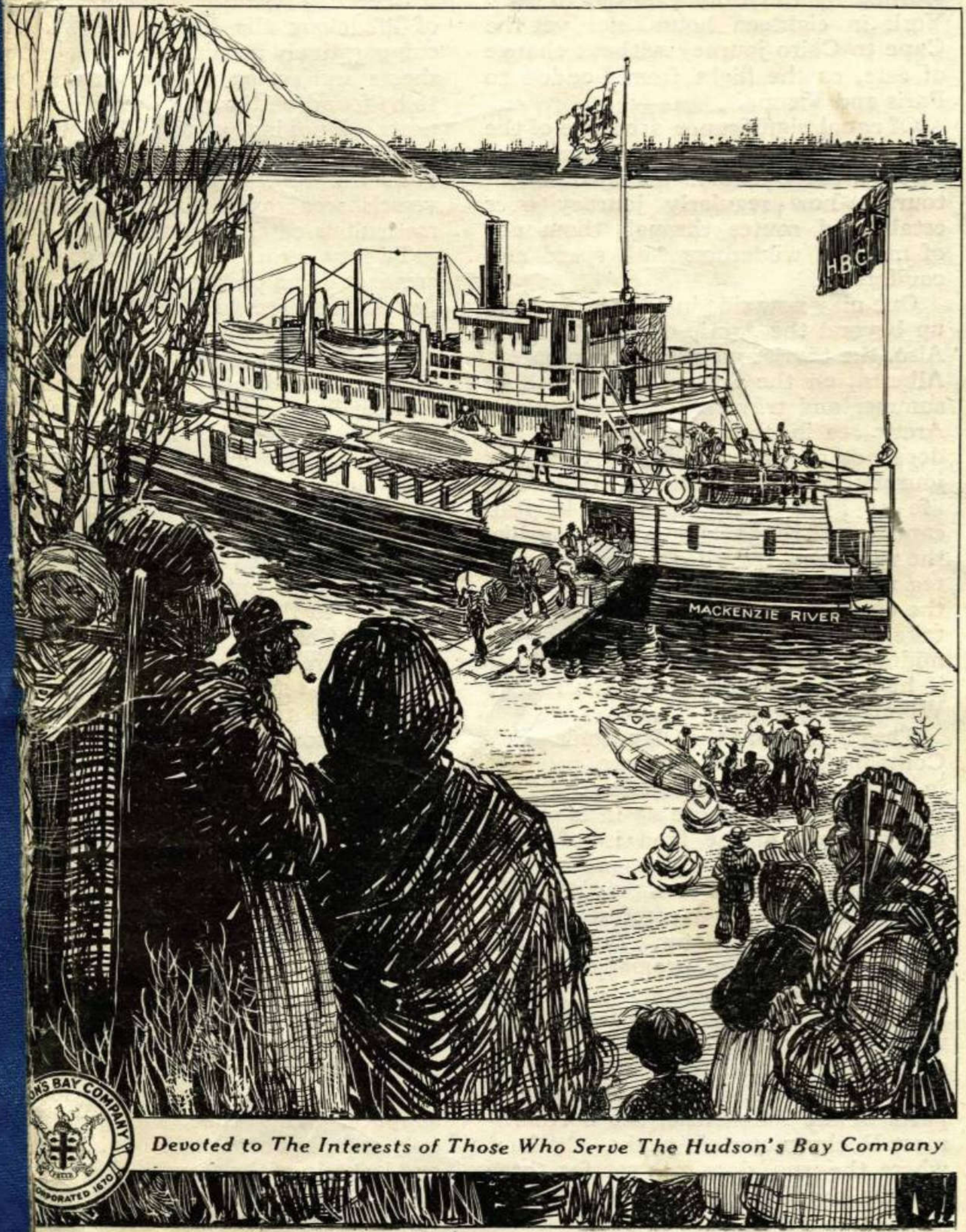


The Beaver

A Journal of Progress


H.B.C.
MACKENZIE RIVER

Devoted to The Interests of Those Who Serve The Hudson's Bay Company

(See last cover)

H.B.C. IN ATHABASCA-MACKENZIE

First Traders of the Athabasca Still Maintain Supremacy—Enterprise of Company Has Provided Fast and Comfortable Transportation from Edmonton to the Arctic—Growth of the Fur Trade.

NOT the most remarkable indicator of progress in transportation is the journey by rail from Chicago to New York in eighteen hours, nor yet the Cape to Cairo journey without change of cars, or the flight from London to Paris and Vienna.

Of equal significance are some of the achievements in travel and transport through the Canadian far north where tourists now regularly journey over established routes through thousands of miles of wilderness with speed and comfort.

One may now ride in a Pullman train up beyond the Arctic circle in Alaska. Also, the tourist may leave Edmonton, Alberta, on the first of the month in summer and travel all the way to the Arctic sea in twenty days. And one does not commit himself to this long journey in grim expectation of risking life or limb shooting rapids in frail canoes and roughing it, subsisting like the wilderness traveller on bannock and tea and what game may be had. On the contrary, the tourist who elects to take this trip through the land of the midnight sun travels as comfortably as if he were en route from Montreal to Winnipeg.

The boats of the Hudson's Bay Company's transport line are excellent in construction and equipment. Meals are served table d'hote as in a metropolitan hotel. The food is of good quality and variety, and its preparation is in the hands of competent chefs. Staterooms are of a comfortable size and have running water. Bathroom is also provided. The promenade decks are wide and roomy.

One may thus go to the Arctic in white-collar comfort, see the Indians of the north, the fur trade forts of H.B.C., rapids of the Athabasca, ramparts of the Mackenzie, the northernmost Rocky mountain peaks, the land where the sun does not set for three months, the Eskimos and the polar ice pack, and return to civilization in less than forty days without so much as being in need of a manicure.

Less than twenty years ago, the mode of life along the Mackenzie was still comparatively primitive. Table-cloths, sheets and spring mattresses were not to be found on the river boats or at the posts. Running water and baths were unthought of. The meal service on even the best of the Hudson's Bay vessels was quite different from the meticulous catering of today.

Twenty years ago passengers and crew sat down on the deck at mealtime. An Indian steward, pipe in mouth, in his l'Assomption belt, passed around a pot of pemmican or placed a tin plate of pork and beans before each man. Practically none but Indians and half-breeds were then hired to man the boats; today white crews are universally employed. Indian pilots are often engaged for passage through dangerous waters but on the other hand some H.B.C. captains take their vessels through shoal waters and rapids alone, trusting to their own judgment rather than that of the best Indian pilots.

An increasing number of tourists, engineers, scientists, and writers are taking the trip down the Mackenzie every season, and they are practically unanimous in their praise of the scenic grandeur of the route; of the wonderful possibilities of the country; and of the Company's up-to-date arrangements for carrying on business and transportation straight through to the Arctic.

The H.B.Ss. *Mackenzie River* makes three trips each season down river from Fort Smith. At the opening of navigation she goes straight down to Aklavick, in the Mackenzie delta, nearly 1400 miles, returning to Smith about July 20th, whence she again departs after taking on a new load of supplies. This time she goes down only as far as Fort Good Hope. Her third and last trip of the season takes her only to Fort Providence, so that she may return to Fort Smith before freeze-up.

The H.B.Ss. *Athabasca River*, plying from Waterways (Fort McMurray) to FitzGerald, makes weekly round trips during the season between Waterways (Fort McMurray) and Fort Fitzgerald.

The *Weenusk* takes passengers and supplies up the Peace river as far as Hudson's Hope and down to Vermillion chutes (three hundred miles) and makes fifteen trips a season, starting about May 10th and returning to Peace River to tie up for the winter.

The Hudson's Bay Company were the first traders of the Athabasca. As early as 1771, Samuel Hearne, H.B.C. explorer, returning to Fort Churchill from the Coppermine river, discovered the Athabasca region. The North-West Company, however, was the first to establish posts in this area. In 1778, Roderick Mackenzie, cousin of the great explorer of that name, built Fort Chipewyan on lake Athabasca, and from this post Alexander Mackenzie set out on his famous journey down the great river that bears his name to the Arctic sea.

In 1821, when the merger of H.B.C. and the Nor'-Westers was consummated, all of the posts in the vast Athabasca-Mackenzie basin came under the sway of the Hudson's Bay Company.

In 1873, Chief Factor Richard Hardisty was in charge of this largest of all H.B.C. districts. His residence at Edmonton was a sort of "government house," where the Chief Factor held court and played host to occasional visitors.

The first rivals of the Hudson's Bay Company in this period of its history were some of its own ex-employees. Soon after the Deed of Surrender (1870) by which the Company gave up its proprietary rights in Rupert's Land to the Dominion, the firm of Norris & Carey began business in the Athabasca. Both these men had been with the old company and they now branched out into a store and fur trade for themselves.

Several other "free traders," as they were styled, set themselves up in the district tributary to Edmonton and gradually extended their operations as far into the northern wilderness as the Athabasca, Lesser Slave lake, and even the Peace river regions. For about fifteen years the trade continued on this basis, with a steady growth but unmarked by any outstanding feature of development.

In fifty years the northern fur trade has seen a good many changes in personnel, with the Hudson's Bay Company, the pioneers, still actively to the front, but the trade itself is carried on along practically the same lines as of old. To be sure, a tremendous difference has been brought about in transportation conditions, for up-to-date steamers now ply the Arctic route in place of the old York boats that used to take down supplies for the posts and bring back the season's returns, and eleven main and branch lines of railway give service out of Edmonton; all of which is in striking contrast with the times, not more than forty years back, when the trains from Winnipeg were trains of ox-carts or horse-wagons laden with furs, buffalo skins, wolf hides, and pemmican on the outward trip, and, returning with store supplies for the next season's trade.

The business conditions of the trade have changed, too. Prices have been up and down many times over, but on the whole have made a substantial advance upon the scale of the "beaver skin" days. Fifty years ago the fur trade was the most important industry in northern Alberta; today it is the third of three major industries, the order being agriculture, coal mining and fur. The half-century has seen wonderful transformations in the industrial life of the Canadian north-west, but it is to be borne in mind that the drop of the fur trade to third place on the list is due wholly to the increasing settlement and development of the country rather than to any decline in the fur trade itself. As a matter of fact, the annual fur production for the last ten years has been larger and more valuable than in any previous decade. The fact, too, that the original fur traders of the North are still doing business, even more actively than of old, is further proof of the permanency of the trade.

The H.B.C. is carrying on in the same thorough and enterprising way, if not quite so adventurously, as in the days when it was alone in the far North, with the wilderness all to itself.

The Business Outlook for 1923

THE BEAVER has asked the Company's Managers in various parts of Canada for their views on the prospects for better business during 1923. The statements of a few of these gentlemen are reproduced on this and following pages.

H. F. HARMAN

Land Commissioner

A GREAT deal has already been said and published during the past two months in the various newspapers, financial and trade journals circulated in Western Canada with respect to the business outlook for the West during 1923. Articles inspired by individuals prominent in Canadian affairs appear from time to time in our various papers and periodicals which are carefully read and considered by many who desire to keep themselves fully informed on affairs pertaining to conditions, present and prospective, as they relate to this country.

No doubt many business men form their ideas and base their plans for future operations largely from conclusions arrived at as the result of such reading. It would therefore seem very desirable that the greatest care should be exercised by all publishers toward verifying, as far as reasonably possible, statements made regarding conditions from time to time. Of late years there has been less exaggeration and misstatement of facts, and it is evident that efforts are being made by our western press to keep the public truthfully informed, but there is still room for further improvement.

A disposition to take a hopeful view of the future is a good characteristic, but to run riot into false optimism when conditions do not justify it is nothing short of misrepresentation. Let us keep close to the facts, call a spade a spade. It is always the best course in the long run.

The *Financial Post* of 29th December, 1922, says, "*Western Canada is young. Like all youngsters, the people there do not easily control their emotions. They grow optimistic over small successes and are deeply depressed by trifling reverses.*"

In a measure this is true. We yet have to learn to follow the policies of our forefathers—to save during periods of prosperity, make provision against periods of depression, plan and consider more in terms of averages and not succumb too easily to violent extremes.

The people of Western Canada, particularly those who are physically able and fit, have, with the assistance of nature, as good if not a better opportunity for success and prosperity than anyone in any part of the British Empire, provided they can bring themselves definitely to work and produce, instead of talking and thinking about it and looking for assistance and doles from the government and municipalities.

As regards Manitoba, Saskatchewan, Alberta and British Columbia, the outlook for 1923 is brighter than it was a year ago for 1922. Three months ago, before the harvest, the indebtedness in the West was very great; but, as the result of providential crops, generally speaking, a large percentage of the debt is being liquidated, and the circulation of large sums will create new business enterprises and, to a certain degree, restore confidence.

Other encouraging factors are in evidence; such as a growing desire for economy in government and municipal administration, desire for economy on the part of the people themselves, which, after all, will be a great fundamental factor that will do more towards a return to normal than anything else.

The gradual return of sterling exchange to normal is another encouraging factor.

With the liquidation of a large proportion of our domestic debts and the prospect of new funds for investment from Great Britain and the U.S.A., we look forward very soon to passing into the constructive stage as the result of conditions which have developed during the past few months.

Satisfaction arising from the recent increased activity in domestic trade and greater building development which has taken place during the past year has strengthened the feeling that this activity will continue during 1923.

The time seems opportune to lay plans and make preparation for a somewhat more active period, carefully bearing in mind the necessity for caution, proceeding gradually and expanding only bit by bit as conditions warrant. We have not, by any means, yet reached the stage where extensive developments involving heavy capital expenditure would be justified, but it seems reasonable to anticipate for the ensuing twelve months a gradual improvement towards normal, an increased individual sense of the necessity for thrift and economy which, if honestly practiced, will help to reduce heavy taxation, etc., thus bringing us that much nearer to a normal state which must first be accomplished before we can hope to see on the horizon again our long lost friend "Canadian Prosperity."

J. E. ANDREWS

Manager, Kamloops Store

THE year we have just passed through has been one of the most difficult periods known for the business man, and especially so for the merchant. But that has now passed and gone, and we turn our thoughts to the prospects for 1923.

It is generally recognized that if *confidence* were restored and conditions stabilized "better times" would result. Our outlook for 1923 should therefore be optimistic, because we have *confidence in those guiding the affairs of our empire* to satisfactorily settle imperial questions; *confidence in our country, Canada,* to conduct her internal affairs in such a manner that progress should be made, and also that she will see that she receives her share of reliable immigrants; *confidence in our province, British Columbia,* that there will be greater production of foodstuffs and a larger output as a result of more activity in lumbering and mining to exchange for the requirements her development needs; *confidence in our Company,* that, due to the prestige which has come as a result of two hundred and fifty-three years of merchandising service and to the efforts that will be put forth by the Company's servants during this year, it may turn out to be one that will compare favorably with normal years in the past; and last, though by no means least, *confidence in ourselves* that we will put our very best efforts into our work, whatever position we hold, so that, although we may not be responsible for the re-establishing of *confidence* throughout the whole world, yet in our own sphere we, by our example, will inspire others with the enthusiasm we ourselves feel, and by rendering genuine service, not only in our business life but in our community life, do our part in bringing into effect better business conditions and good times before the end of 1923.

R. J. HUGHES

Calgary Retail

THE business outlook for 1923 I consider, is one of the brightest that we have had for some considerable time. The feeling of depression that has been prevailing for the last season or so seems to have completely passed away, and I look forward to the spring season of 1923 being one of the best since before the great war.

W. J. ROBERTS

Dress Goods, Edmonton

THE spring and summer business will be better than last year, I feel confident, owing to a programme of construction and expansion that the city is planning for the next season, together with the decided improvement in conditions outside the city. In fact the outlook for spring trade is more satisfactory than for many years.

H. G. MUNROE

General Manager, Edmonton

WE will see a return to normal conditions in 1923, judging from various trade reports. Personally, I do not look for any very great change until the next crop has been harvested, especially in the West.

In regard to Edmonton in particular the business outlook should be good, as it is a foregone conclusion that a great building program and reconstruction of various civic undertakings will be commenced with the advent of Spring, finding employment for every branch of labor.

J. HUGHES

Furniture, Edmonton

OUR prospects for 1923 have a more rosy outlook than 1922, with prices more or less stabilized and a returning confidence on the part of the purchasing public. We may look for a steady improvement in trade, although the real benefit will not be felt until this year's crop has been harvested and marketed.

J. PREST

Advertising, Edmonton

THE future, to me, never looked brighter. Chaotic conditions in Europe are having a vast effect internally for a betterment of living and for a more hopeful future as compensation for brains and brawn. All eyes are turned to the new world—the American continent—and the prospect augurs well for 1923 being a record year for immigration. In Canada there is unmeasured opportunity for development.

There is no room for the pessimist here. We need optimists. The year 1923, I venture to say, will see a return to normal conditions, but not until the next crop has been harvested and marketed.

The loan companies have been the chief beneficiaries during the past two or three years, as farmers and ranchers have had to make various payments which were owing for farm implements and stock which were purchased in order to put them on their feet. Most of these liabilities have now been met, so the next crop should result in millions of dollars being expended on various commodities, which will materially affect every branch of trade.

It is also a foregone conclusion that 1923 will see an immense influx of new settlers from Europe. Canada will open wide its arms, and few restrictions will be made to those who are willing to take up land and work on it. So far as the Hudson's Bay Company is concerned, it is certain to be benefitted materially, for a mercantile institution with 253 years of establishment in Canada cannot fail to hold full sway in the markets of the world.

L. R. BARNETT

Manager, Vernon Store

IN venturing an opinion on "*The Business Outlook for 1923*" it is necessary to make a clear distinction as between the national and international aspect and the conditions applying in local centres. Regarding the broader issue, who can tell?

From articles appearing in the press and trade publications, it would appear that a number of leading commercial authorities forecast a general improvement in business and economic conditions during the year just commenced. Others, still suffering maybe from the stress and strain of 1922, do not paint the near future in such rosy hues. Is it just the viewpoint? and do these "authorities" after all really know much more than you, or I, or the fellow on the street? Is not the vital factor the will and intent of the great masses?

One thing is certain, the time is not yet arrived when there can be the slightest slackening of caution and control. Even those "authorities" aforementioned do not advocate, and certainly do not practice, any plunging or gambling. The best of them *know* well enough, whatever they may *say,* that conditions are still chaotic and uncertain.

No! Wild and hysterical hopes won't help an atom; but concentrated, concerted, co-operative effort and hard work, backed by a cheerful bearing and a kind word and helping hand when and where they are needed will pull us through in good shape.

To come back home to our own altogether beautiful and desirable valley, we are going to say very little. We have sustained a couple of hefty blows by way of the disastrous marketing of the fruit crops during the past two years; but are we downhearted? Why, no. The local growers, with true British grit, are just shaking themselves after the effects of the shock and trying their darndest to improve matters for 1923. We trust and think they will succeed, and we on our part will surely manage somehow to hold our end up. Ask all of them, from smiling Ed. Ripley up.

H. N. LOUTH

Manager, Yorkton Store

RURAL conditions have undergone a severe strain for the past two years and, while the country is yet heavily indebted to its creditors, it has this year reduced its old liabilities considerably in the way of back taxes, interest on loans, and banks, thus slowly paving the way for better times. Three more good crops should bring back normal conditions. In the meantime the merchant must, for this season and possibly next, exercise the greatest caution.

J. R. McINTOSH

Land Agent, Edmonton

AS long as unsettled conditions prevail in Europe one cannot, without laying himself open to the charge of being an idle speculator, predict a good business outlook for 1923. A guess is the best anyone can make at the present time. Whether or not the other nations approve of the recent action of France, it will end the stalemate which has existed for the last three years. It will settle the question of just what can be exacted from Germany in the way of reparations. All will then be prepared to settle matters in the old, sensible way, at a round table conference.

When these negotiations end, the war-weary nations will feel more like getting down to peaceful business. Only then can a real improvement in business conditions be looked for. How long will it take to carry on negotiations to bring this improved condition about? I would say not more than six months and possibly only three.

Like all new countries, the northwestern part of this continent requires outside capital for its development, and since it is to the older countries we must look for capital, we cannot expect them to give any attention to this field until there is a reasonable assurance that peace, law and order will prevail at home.

FLETCHER SPARLING

General Manager, Calgary

ALTHOUGH the 1922 crop was bigger than that of 1921, the farmer received a lower price per bushel for his crop this year. The livestock situation during the past year did not improve. There are, however, indications of improvement in this direction for 1923.

Business and financial men in Calgary look for 1923 to be a better year than 1922; although most of the improvement is expected in the latter half.

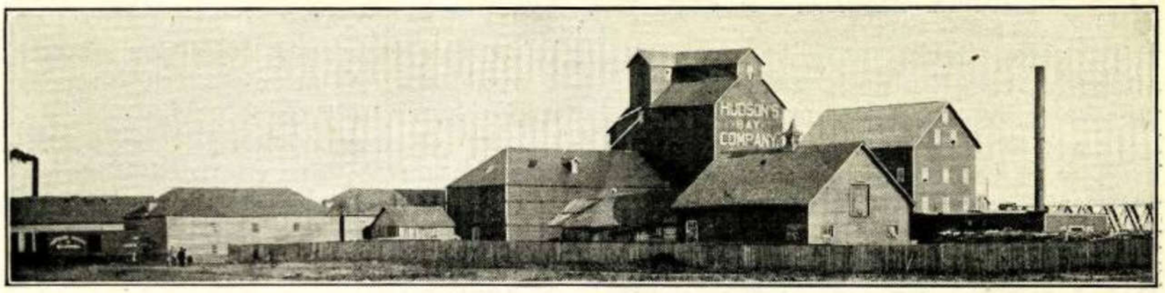
There is a strong conviction that the first two or three months of the year will start off slowly, and perhaps be the quietest three months we have experienced in any of the depressed period. One thing is sure. We are one year nearer normal business conditions than we were at this time in 1922, and we look for normal conditions by 1924.

An improvement in European conditions would help. American conditions are improved over this date in 1922; unemployment is limited; high rate of production; low commodity stocks obtain; prices are higher; and stocks more equally balanced. As conditions in Canada have nearly always followed those on the American side, we look on the American situation as significant in viewing Canadian business generally for 1923.

W. R. OGSTON

General Manager, Winnipeg

THE outlook for our retail business here, I am confidently expecting, will be an improvement over 1922. Although general economic conditions



H.B.C. FORT GARRY MILL, one of several flour mills formerly operated by the Company. This mill, located near where the Union Station now stands at Winnipeg, made a fine grade of flour, shipments being made as far as the Fiji islands. The mill was established about 1872, modernized in 1884, and discontinued operation in 1907.

may not support this view, the basis of our optimistic outlook is in our plans and preparedness, in our access to the world markets and sources of supply, and, most important of all, in the knowledge that the whole store staff, particularly the portion in contact with the public—the salesforce—is at a high point of efficiency, developing as never before their selling ability and gaining every day, by their increased courtesy and attention to the public, what no retail organization can succeed without—*satisfied customers*.

WESTERN Canada wheat is moving to overseas countries through the port of Vancouver, B.C., in larger quantities than ever before, the greater part going to Europe via the Panama canal.

TEN thousand pounds of Alberta creamery butter is shipped to one point in Japan monthly, while shipments to other points are growing steadily.

SAMPLES of tobacco grown near Lestock on the C.N.R., east of Saskatoon, Sask., have been tested in a Quebec factory and declared to be of good quality. One Hungarian settler near Lestock had a crop of four acres last year and nearly all the settlers in the district grow more or less every year.

THE catch of whitefish in Lesser Slave lake, Northern Alberta, last season amounted to 1,500,000 pounds, the limit allowed by government regulations. In addition, 70,000 pounds of pickerel and large quantities of pike were also caught. The bulk of the catch was marketed in the United States.

THE cheese factory recently established at Round Hill, near Camrose, Alta., already has 80,000 pounds of cheese ready for market.

H. B. C. Historical Exhibit

A NUMBER of very interesting exhibits have been sent in by C. H. French, of Vancouver, as follows:

Copper powder magazine used by H.B.C. at Fort Simpson, B.C.

Set of copper powder measures manufactured at Fort Simpson, B.C., by the Company's blacksmith.

Gold scales taken to Barkerville, B.C., from San Francisco in 1858. They were used by the Bank of B.C. during its operation, and finally transferred back to H.B.C. and continued in use until the closing of the Barkerville store in 1880. The main output of the Cariboo gold fields passed over these scales.

H. I. Smith, of Ottawa, has sent to the exhibit some exceedingly interesting relics from the Pacific coast. See edition two of the catalogue for particulars.

Received also H.B.C. "blankets," old-time H.B.C. currency issued from York Factory on Hudson Bay. Denominations are one shilling, five shillings and one pound. They are dated 1820, 1821, 1845 and 1857. Two of the "blankets" were apparently never in actual circulation, and are exceedingly well preserved. These two were presented by C. Harding, now district manager for H.B.C. at York Factory. Denominations are for five shillings and one pound respectively.

Two copper tokens (gilded) were presented by Mr. A. E. Howard, Vancouver, January 3rd, 1923. These tokens are $\frac{7}{8}$ inch in diameter and about $\frac{1}{8}$ inch thick, bearing the following inscription: One side, "This copper was taken from the wreck of the H.B.C. steamer *Beaver*, the first steamer on the Pacific; also crossed the Atlantic in 1835." Other side, picture of the *Beaver* wreck and inscription, "Wreck of the H. B. C. steamer *Beaver*, Vancouver, B.C., 1892. Built 1835. R.D., copyrighted."

AMONGST the many visitors to the historical exhibit during December and January were the following:

Mrs. R. B. Johnstone, daughter of the late Isaac Cowie, author of *The Company of Adventurers*.

Rev. J. H. Lowes, now of Penge, Sask., but formerly of Berens River and Norway House Indian schools.

Miss Mary L. Kennedy, daughter of the late Captain William Kennedy of the Franklin Arctic search expedition of 1852.

On January 5th, Miss Agnes B. Dougall, of Victoria school, Winnipeg, brought her class of boys to view the exhibits, and all were greatly interested and thankful for the opportunity.

R. J. Spencer, born at Churchill, 1874, and John Spencer, born at Winnipeg, grandson and great grandson of John Spencer of York Factory who was accountant there in 1820.

Dr. W. R. G. Phair, now of London, England, son of Archdeacon Robert Phair, born at Fort Alexander.

Expressions of praise for the character of the exhibits and the great need they fill in the community have been kindly tendered the custodian from very interested parties daily.

H.B.C. Old-timer Plans Trip North

Old-timers in the Hudson's Bay Company's fur trade will be interested to hear that Joseph Hodgson, who spent 48 years in the Company's service in the north and has now retired, is still going strong. He has recently been moose hunting north of Prince Albert, and, despite lack of snow, did not return empty handed. Mr. Hodgson still has interests in the far north, and it is not improbable that next year will see him renewing old friendships along the Athabasca, Slave and Mackenzie.

Philosophical

WHAT does a Hudson's Bay fur trader think about during these long winter months, immured as he is in that vast land of silence, watching and waiting for Indians bringing pelts? The following letter from one of that intrepid band who patrol the wilderness in quest of fur for H.B.C. may give some idea of the depth of sentiment and engaging philosophy which may characterize the reflections of our comrades at far northern posts:

Moose Factory,
31st December, 1922

To the Editor:

Have you ever thought about that moment in the night, midnight, when for a space the heart of the world—or whatever is responsible for the momentum of the scheme of things—seems to pause as if in doubt whether it is worth while carrying on; when yesterday is dead and the new day not yet fully born; when one experiences a weird feeling of the supernatural, a strange chill, as if a cold breath passed over the earth?

This to introduce four lines of blank verse embodying a different thought on the same subject. And it just occurs to me that I am acting after the manner of a hen, only I am doing my cackling before producing the goods, and perhaps, after all, mine will be a very poor egg—a china egg, possibly.

I am not used to writing in blank verse, and it is quite probable that my lines do not scan. If such be the case, give them the fate they deserve—the waste paper basket. Though, between ourselves, these four lines cost me more labor than the writing of my prize story. I tried to put them out of my mind, but they haunted me for days and insisted on being written. So here they are, and having got rid of them, I feel much better. But if they are honored with a place in the *Beaver*, I am afraid that I shall be doing it again. And if they are not, I am afraid I shall be doing it just the same.

There was once a man who wished to light his pipe and, having no matches, climbed a lamp post, fell and broke his leg. Muttering that old saw, "If at first you don't succeed, etc.," he proceeded to climb again, fell and broke his other leg.

He is indeed a wise man who knows his own limitations!

I have read Robert Watson's verses entitled "Come to the West, Dearie," several times, and each time with more pleasure than the last. They would make a charming song. Is there not some Hudson's Bay-ite who can set them to music? Surely, yes. And now for my own lines:

Midnight;
The thin dividing line which cuts today
From the grim eternity before us,
And leaves it just another yesterday
In the fading eternity behind.

Nothing much after all, eh? In fact, I am afraid that the whole letter is silly. I am writing it on New Year's eve; perhaps that is significant.

I wish you a happy New Year, which is a trite saying. But, after all, happiness is the best wish of all.

Yours sincerely,
(*Signed*) GEO. R. RAY.

* * *

Collective Buying

Twenty-Eight Tons Point Blankets Ordered

By W. M. McLean

THE stores administration announce that the following buyers are to visit the British and continental markets in the interests of all H.B.C. stores for the purchase of merchandise for the fall, 1923, season:

S. D. Wilson, of Vancouver, for boots and shoes.

W. G. Florence, of Victoria, for dress goods and silks.

E. Nicholson, of Vancouver, for linens and staples.

W. W. Fraser, of Vancouver, for china and glassware.

Miss M. Patton, of Calgary, for gloves and hosiery.

F. S. Chasey, of Edmonton, for men's and boys' furnishings and clothing.

J. H. Bodel, of Calgary, for hardware and toys.

They will sail from New York by the Cunarder *Antonia* on the 31st January.

The sending of this group of buyers into the European markets is in furtherance of the Company's new buying policy, and will result not only in H.B.C. stores getting the benefit of the savings to be effected by collective purchasing in the primary markets and from original sources of production by individuals closely in touch with requirements in the various localities at which we have stores, but will also ensure the stores receiving the newest merchandise and novelties *first*, which is expected of any leading retailers by the people in any community.

In addition to the above mentioned buyers, Mr. Boyle, of Vancouver, Mrs. Clarke, of Calgary, and Miss O'Grady, of Winnipeg, have just returned from European markets, where they have been buying fashion goods in conjunction with Miss E. Thornhill for the coming spring season. Mr. Sharpe, of Vancouver, has also recently returned after an extensive buying trip in the interests of the carpets and house furnishings departments of all H.B.C. stores, and Mr. Frankish, of Winnipeg, will proceed overseas early in April to purchase notions, fancy goods, etc., for the autumn and Christmas trade of this year.

The British merchandise standardized in the spring of last year and sold last fall for the first time has proved most attractive to the public, and the repeat orders for next fall's trade show a large increase. The extent of the orders for standardized lines may be realized when it is stated that in the indents just forwarded to London the number of pairs of Hudson's Bay blankets ordered weigh approximately twenty-eight tons, and special lines of flannelette to the extent of 54,700 yards, and other lines have been requisitioned in proportion.

The assistant stores commissioners also take pleasure in announcing that, following the policy of advancing our own employees as opportunity occurs, R. J. Hughes, service manager at the Winnipeg store, has been promoted to the important position of store superintendent at Calgary, taking up his duties at the latter point on the 22nd of January. The transfer of Mr. Hughes has made possible other promotions at Winnipeg, Mr. Drennan, accountant, taking over the position of store superintendent and Mr. Cunningham being advanced to accountant.

WINNIPEG

The Great Winter Frolic

—to Establish a Record for H.B.C. Parties

ARRANGEMENTS for our great winter frolic at the Amphitheatre are being rushed to completion. Nearly everybody that one asks seems to have booked tickets for this grand occasion. Members of the committee opine that an attendance of 800 will be recorded, and a few expect the figure will be nearer 1000.

All plans and preparations have been in the hands of a large committee, each member of which is a real worker, and this in itself is sufficient to insure a huge success for the frolic.

A great variety of activities is being provided—something to interest everyone, young, old and middle-aged. Those who prefer dancing may enjoy that diversion in the upstairs ballroom. Skaters may skate to the music of the regular Amphitheatre band. Those who wish to dance a while and skate for a few bands may indulge their fancy for variety. Meanwhile, the whist drive will provide amusement for those who neither dance nor skate; and, incidentally, some nice prizes will be won.

But the real fun will not begin until 10.30 p.m., after the dancing, skating and whist are finished. At 10.30 the ice committee will stage a series of exhibitions that will be well worth watching—a fast hockey game between the Hudson's Bay and Stovel Co. teams; a speed skating relay race between H.B.C., Stovel's, Brigdens Limited, and Saults & Pollard; exhibitions in fancy skating; football game on skates between girls of the wholesale and retail; clownish capers on the steel blades by some of our funny men; grand promenade of the fur traders—these will be only a few of the attractions.

Refreshments, and then dancing until 12 o'clock will conclude the evening's enjoyment.

Nearly all of the staff are planning to bring groups of friends to participate in the fun of this biggest party in the history of the H.B.C. employees' association. *The staffs of all departments are urged to consult friends and relatives, and to reserve additional tickets, if required, at once,* so that catering requirements may be accurately gauged. Children from 6 to 15 years will be welcomed. A special ticket for children is offered at 25 cents.

Following are members of the enterprising committee which has prepared the event and which on the night of the frolic will also attend to introductions and try to see that everybody has a good time:

Finance

Mr. Charlewood (executive).
Mr. Avison (retail).

Whist

Mr. Douglas (stores administration), chairman.
Mr. Lyon (wholesale).
Mr. Niven (retail).
Mr. Paul (wholesale).

Dancing

Mr. Ritchie (wholesale).
Mr. Johnston (retail).

Ice
(Skating, Hockey, Exhibitions, Stunts)

Mr. McLeod (retail), chairman.
Mr. Allen (land department).
Mr. Davison (retail).
Mr. Alec Thompson (wholesale).
Mr. Caslake (wholesale).
Mr. Bowdler (retail).

Snowshoeing

Mr. Ogston (retail), chairman.
Mr. Conn (fur trade).
Mr. F. Nicholson (land).

Refreshments

Mr. Parker (retail), chairman.
Mr. Breitner (retail).
Mr. Pearen (retail).
Mr. Beggs (retail).
Mr. Bowdler (retail).
Mr. Everitt (land department).
Mr. Poitras (wholesale).
Mr. Brock (wholesale).
Mr. Watson (wholesale).
Mr. Thomas (publicity).
Miss Thomas (wholesale).
Miss Gow (wholesale).
Miss O'Malley (stores administration).
Miss Morrison (land department).
Miss Ross (retail).
Miss Parker (retail).
Miss Mills (retail).
Miss Olds (retail).

COME TO THE H. B. C. FROLIC—

"Pack up your troubles . . ." and come with the spirit of carnival in full sway.

Carnival costume optional.

Bring your friends and neighbors. Bring the kiddies.

Dance in the ballroom, skate, play whist or try a little of everything—

But come and see the fun.

Don't miss the man with the "hot dogs" and buns!

AMPHITHEATRE
FRIDAY, FEBRUARY 9

Ladies 50c Gentlemen 75c Children 25c

News Notes

Mr. Gilkerson, merchandise manager, suffered a serious illness which necessitated his absence for over a month. This was the more unfortunate as he was away throughout the busy Christmas season and January sales. Everyone was pleased upon his return January 11th, and we expect the atmosphere of business and fellow feeling prevalent in the store will make for a quick return of renewed health and vigor.

Miss Rose Watlin left the employ of the Company on Christmas eve to prepare for her forthcoming marriage. We hope she will find happiness in her new sphere as wife to a prosperous farmer at Carievale, Sask.

Mr. Frankish was a jolly host to his department staff at his residence the night of December 30th. The girls all had a wonderful time, especially "Hilda." Mrs. Frankish was an ideal provider, and those fortunate enough to partake of the seasonable fare have pleasant recollections of a real home party.

Miss Bertha Morier has been promoted from the receiving room to a post as saleslady in the ribbon department. We extend congratulations and wishes for her success.

Congratulations were showered upon Miss V. Conley, chosen as the H.B.C. nominee for "Miss Winnipeg." Those responsible had a hard choice to make, for there are a dozen or two of our young ladies who are logical candidates.

A reminder: Boost our big party of February the ninth among your friends outside.

The millinery department's fresh air fiends evidently proved too much for our good friend Mrs. Bell.

Wouldn't it be nice if we all had a brother like the advertising boy. He waits for *his sister and her chum* every night in the time office.

We were under the impression that "Lyon" was a snowshoe fiend. What caused the change?

Mr. Gilkerson is asked to answer this question, "How many times which number makes what?" Try it by Euclid or algebra, then prove the answer by geometry.

Mrs. Ferguson and Miss Nellie Monty wish to avail themselves of this opportunity of thanking all the girls for their lovely Christmas presents, which were greatly appreciated.

Miss Violet Parker, who is away sick, is recovering nicely from her operation. We trust by the time this appears in print she will be back among us.

George Foster, our popular card writer, was suddenly taken with scarlet fever last month. It is a pleasure to report he is well past the crisis, though recovering slowly. He is in King George isolation hospital.

We sincerely regret the departure of one of our best known and most popular salesladies, Mrs. Bell. She was one of the brightest and cheeriest members of our staff.

We welcome Miss O'Grady back from her long voyage to Europe. She reports a very enjoyable trip, and we are glad to see her smiling face again in the store. Miss Thornhill also returned from Europe, arriving January 16th, a week or two after Miss O'Grady.

The financial secretary intends to hang up the "No Refunds or Exchanges" sign at the next party.

Alas, Mr. Hughes has joined our confreres at Calgary. Ah! Jay, we knew you would fly sooner or later. One can't hold a good bird back.

Can you read this?

YY U R
YY U B
I C U R
YY 4 me

Mr. Beggs, the doughty bowler, eats at Childs' restaurant at times. A little bird whispers that he is frequently seen studying the menu, upon which each item of food is listed with particulars as to its value in calories.

Levy Ducheneau, porter, is on the road to recovery, after a very serious attack of double

FOOTE,
JAN. 5.1923.

THE HUDSON'S BAY SPIRIT—

was powerfully in evidence when this happy throng foregathered at Linwood school, Deer Lodge, January 5th, for the first H.B.C. winter frolic, snowshoe tramp, tally-ho and dance of the season. Those in the picture are too numerous to mention here, and all of those who were present are not to be seen in the picture. No less than two hundred and thirty from the several H.B.C. departments turned out. The thermometer said 25 below, but it must be remembered these H.B.C. folk are red-blooded and "real sports."

The ladies brought a lot of tempting eatables. Chef Breitner sent two of his "patent" thermos bottles of good H.B.C. coffee. The hot beverage was poured into big milk cans at the store and these were placed in barrels of sawdust and sent to Deer Lodge. (Some home-made thermos!) And what those happy, hungry snowshoers and sleigh-riders did to the food supply was a sight to see. Mr. and Mrs. W. R. Ogston and Mrs. C. W. Veysey honoured the affair with their presence and entered whole-heartedly into the fun.

pneumonia. A faithful, conscientious worker, his presence was missed the last month or so.

Jim Manson, of the grocery department, is back, after an absence due to an operation upon his tonsils.

Congratulations to Misses Malcove, Chatlois and Brent, who are proudly displaying beautiful diamonds received during Christmas social activities.

Word was received Saturday, January 13th, of the arrival into this world of a little stranger to be named Patricia May. The happy parents are Mrs. and Mr. E. U. Pugsley, of Rochester, N.Y., both former employees of the Winnipeg store, Mr. Pugsley as advertising manager, Mrs. Pugsley (nee Della Bens) as accountant. We extend hearty wishes for a long life of happiness to "Patsy."

Anybody wishing to know the meaning of the word "inexhaustible" should watch the antics of little Alex. Thompson at hockey or football.

SUGAR AND CREAM

Have Heard That

—Mr. Diamond has been seen standing a lot lately. Perhaps his department associates could tell you the cause.

—G. Garwood was extremely nervous when his fellow card writer became sick. But the only thing George seems able to catch is—fish!

—At the winter frolic a certain young lady on the second floor mistook herself for a boy. Was it because she was wearing breeches?

—The coffee spilt at the winter frolic was none too cool, as a certain gentleman on the main floor will tell you.

—Miss Senior, of drugs, was asked for a match at the frolic. A very natural mistake, gentlemen.

—One of our blonde girls had her vanity frozen one cold day lately. You know how embarrassing it feels, girls, to go around with a shiny nose!

—Everyone be on hand for February 9th! Bring your friends, girls, and make it snappy.

—Ladies, for safety first, buy a compact. Ducking in the snow is not so good for the complexion.

—Mr. Harrison is training for a running competition these days.

—A certain young gentleman on the third floor chooses Blue Monday to try the nerves of the staff with his unusual rendering of the funeral march.

—Some chicken sandwiches were left at the Chocolate Shop the other night. Ask a young lady in the "bureau."

—Two husky girls were doing gymnastic stunts at the frolic. Could anyone in the shoe department enlighten us as to their identity?

Grocery Goings-On

It has been noticed since Christmas that Miss Mattie Fletcher is wearing a grand diamond on her left hand and a happy look upon her face. Appears as though the grocery will sell a little rice before long.

We are all sorry to lose Miss Millar, who left on Saturday, December 30th, to enter into wedlock January 10th. The grocery staff gathered to give her a farewell send-off and presentation. In asking her acceptance of a beautiful tablecloth and electric iron, Mr. Whalley made the presentation in a very jovial manner. It is said that he finished the job in the right way, much to the envy of others in the department.

Regarding the ad. for a strong man to pull off galoshes in the grocery 'phone office, there have been but three applicants—Mr. Rogers of the fruit department, Mr. Avison of the bureau, and Mr. McPherson of the grocery department. None of them stood the test, so the position is still vacant. Married men *not eligible*.

The grocery department weekly meetings are looked forward to with continued interest by the members, no doubt due to the fact that something different transpires each night.

On January 10th, after the usual grocery matters were discussed. Mr. Pearon, manager of the men's clothing department, gave a very interesting talk on "Salespeople's Personality."

On January 17th A. Robinson spoke on "Store System," and touched upon ways and means whereby the intelligent co-operation of each individual tended to create a smooth running institution.

We heard a woman-hater remark recently, "The more I know girls the less I like them." We wonder who the culprits are who have been worrying "Jimmy M."

A linen shower was held at the home of Miss Ould, 1081 Sherburn street, by the grocery girls in honor of Miss Marjory Millar, a bride of January. Refreshments were served and a very enjoyable evening was spent in music and singing, besides listening in on the radio.

Hockey

THERE'S a real hockey team playing under H.B.C. colors. Those who enjoy good sport should get out and give them deserved encouragement.

The boys performed at the Winnipeg rink against Stovel's, January 16th, and put up a game full of action and thrills which enthused the spectators present.

Gordon Caslake, Alec Thompson (that pocket edition of perpetual motion) and George Allen made a nifty forward line. King in goal was good, while Keile and Moore played well on the defense. Manager McLeod filled in and showed some rare form.

The game resulted in a win for Stovel's, 6-4, due to the fact that they had a plentiful supply of subs. Our boys were every bit their equal, but were worked too hard.

A match is being arranged for the big winter frolic of February 9th, and some eye-opening speed and hockey ability is promised.

R. J. Hughes to Calgary

CONGRATULATIONS are due R. J. Hughes, erstwhile service manager of Winnipeg store, upon his promotion to a similar post at Calgary. The occasion was taken on the night of Thursday, January 18th, to speed him upon his way, a gathering of co-workers and fellow department managers doing honor to him around the festive board.

Mr. Ogston expressed regret at Mr. Hughes' departure, and extolled his splendid record during the past fifteen years at Winnipeg.

Mr. Hughes replied briefly, and assured all present that one consoling thought he had upon his departure was the fact that he would still be with the "old Company," and would meet several old friends at Calgary.

Songs and music by Messrs. Ashbrook, Robinson and Atkin, readings by Mr. Diamond, choruses and witty stories from each one present rounded out a memorable farewell party.

Before his departure for Calgary, Mr. Hughes was presented with a beautiful upholstered chesterfield as a memento of the regard Winnipeg store employees hold for him.

MISS VIOLET CONLEY

who was the H.B.C. Candidate for "Miss Winnipeg" last month in connection with the Montreal Winter Carnival.

Window Displays

By WALTER DAVISON

THE display windows of a department store are a most important selling medium. The reason is obvious. They create in proper order, attention, interest and desire to possess, three factors controlling every sale.

The display windows are the eyes of the store and, as the human eye expresses the character of the person, so the display window expresses the character of the store.

If you are observant, take note of your feelings when passing a store with poor window displays and also a store with displays of character. It will easily be seen that your feelings are not alone directed toward the windows but also toward the store. You become either a mere passer-by or a possible customer by the impression gained from the outside.

A crowded window display bewilders the beholder, and, while he may admire the general arrangement and wealth of color, no one item will sufficiently attract to induce a purchase. There are some exceptions to this general rule, for instance, Woolworth's 5c, 10c and 15c stores. Their reasons for showing so many lines of merchandise in a display is to bring forward a number of articles a person may be in need of but may not think of while passing.

The small price will probably suggest an immediate purchase. This condition applies often to hardware and drugs, stores which handle a multifarious number of small articles.

In comparison, take an exclusive jewelry store or a furrier. They will build a display around one piece, perhaps a diamond necklace or a beautiful fur coat, which immediately enhances its value and commands attention.

It will be readily seen that both these conditions occur frequently in departmental stores. The importance of the display manager knowing how to display properly a vast variety of merchandise goes a long way toward the selling success of the store.

Obviously no display man or assistant knows all there is to know about all the lines he has to display, and department managers can often help greatly with suggestions as to how their particular goods will look best.

GENERAL OFFICE NEWS

We regret to report the death, on December 25th, of Mr. James Johnston, father of the Misses Lillian and Myrtle Johnston. Mr. Johnston had been in failing health for some time, and while his medical advisers did everything that was humanly possible they never gave any hope of his recovery.

Several members of the staff attended the funeral.

Card of Thanks—Mrs. Johnston and family desire through the medium of *The Beaver* to thank the staff of the Hudson's Bay Company for various kindnesses, sympathy and floral tribute in their recent bereavement.

We are glad to report that Mrs. W. D. Haight is convalescent after two serious operations.

We have not yet given up hope of making a curler out of Mac.

LAND DEPT. NEWS

FORT PITT—PAST AND PRESENT

By THOS. H. NICHOLLS

UNLIKE the older countries of the other hemisphere, Canada cannot yet refer to her ancient history or traditions as a nation.

Nevertheless, development has taken place with remarkable rapidity, and therefore greater changes have been apparent in fifty years than would be the case in an older country during a very much longer period.

This was brought strongly to mind recently when one of the Company's land inspectors stood upon the high bank of the Saskatchewan river and looked down upon the site of old Fort Pitt, where stirring times were experienced under the old flag, both in days of peace and trouble.

Thoughts went back to the time when W. J. McLean, H.B.C. factor in the days of '85, was in charge there, at the period when the Indians for the last time showed resentment at the advances of the white man and the consequent curtailment of their own hunting grounds. In fact, they were in rebellion, and about 300 Indians were camped on the high ground north of the post with the object of annihilating twenty of the R.N.W.M. Police stationed in one of the buildings of the post.

Yet such was the influence of the Company and its servants that it was desired by the determined red men that the factor take himself and family out of danger before fighting commenced.

Mr. McLean, who later became known as "Big Bear" McLean, went out alone to reason with the chiefs, and almost convinced them of the wrong action they were proposing and the uselessness of taking that action. But matters were almost brought to an immediate crisis by two of the Mounted Police, who were making their way back to the post, being shot on the trail in sight of their quarters. One was killed and the other wounded, but the wounded man managed to get in.

It is probable that the presence of Mr. McLean and his influence with the Indians saved many lives that day. Nevertheless, the determination of the chiefs resulted in the factor and his family being taken away by force. But in the interval the small band of police had been able to get away down the river on a flat boat which had been built for the factor.

Mr. McLean and his family were forced to accompany the Indians for sixty-three days, during which such hardships of lack of food and destitution were experienced that he begged they be shot rather than endure them.

However, it *was* endured, and today the white haired Mr. McLean may be recognized spending the quiet evening of his long life among the busy scenes of civilized Winnipeg, often, no doubt, dreaming of those past scenes.

As for Fort Pitt—the solitary observer looked down upon the spot where a number of depressions, once cellars, and a few charred logs, once part of the walls, marked the position of the fort.

New ploughing had just been done over a large area all around the site, and the inspector was astonished to see the whole surface covered with white spots, apparently stones, where he had expected and reported upon a rich loam soil. Upon going down to investigate, however, the explanation was found to be in thousands and thousands of white bones, buffalo and cattle, the remains of the innumerable feasts of the Indians, when they camped around the Company's buildings at trading seasons.

Thus is the present linked with the not very distant but so very different past, and it is realized how quickly things change in this great country.

This area of 3000 acres of such historical memories, now known as the Company's Fort Pitt reserve, has recently been subdivided into blocks varying from 100 to 250 acres for farming purposes.

In contrast with these memories of the past one is apt to attempt to picture the future, when this same land may become the well-ordered and picturesque fields of farmers who have made their homes upon this bank of the great Saskatchewan river. It comes to mind that, even before the history and traditions of the old world were made, these waters flowed past through all the various chapters of the history of this land, so much of which is a closed book.

It is Dunn before it is done.
It is Dunn while it is being done.
But after it is done
It won't be Dunn at all.

* * *

Wee Willie has a glow-worm
And he treats it handsomely
On cakes and scraps of sinkers,
And pills and cups of tea.
With breakfast, lunch and dinner
It isn't satisfied.
Bill carries round a pocketful
To keep it pacified.—Anon.

CURLING

Land Dept. League

Skip	*Games Played*	*Total Points*
Joslyn	3	48
Conn	3	30
Thomas	3	30
Everitt	4	37
Nicholls	4	34
Bellingham	3	47
Harman	4	29

Note—The cup games now in progress will be decided by grand total of *points* made by each rink, not by number of games won

Retail Store League

The retail curling standing up to and including games of January 15th is as follows:

Skip	*Played*	*Won*	*Lost*
Parker	4	4	0
Ogston	4	3	1
Lee	4	3	1
Pearon	4	2	2
Reith	4	2	2
Bowdler	4	2	2
Scott	4	2	2
Hughes	4	2	2
Beggs	4	1	3
Healy	4	1	3
Mills	4	1	3
Firme	4	1	3

Wholesale Dept. League

The final game in the first round of the wholesale department curling league was played January 17th, 1923, and the following shows the standing of the different rinks:

Skip	*Played*	*Won*	*Lost*
Nairn	7	6	1
McMicken	7	5	2
Poitras	7	4	3
Brock	7	4	3
Thompson	7	4	3
Ross	7	3	4
Phelan	7	2	5
Veysey	7	0	7

WHOLESALE—DEPOT

Bill Parker Dead

WITH sincere regret we report the death of William R. Parker, who was killed accidentally January 5th at Rose Lake, Idaho. Mr. Parker was for several years connected with the H.B.C. wholesale dry goods department, being the youngest son of the late Godfrey Parker, who for many years was European buyer and in charge of the wholesale dry goods. "Bill," as he was familiarly known, was of a quiet, unassuming disposition, and well liked by both management and fellow workers. He took a keen interest in curling, and was on the Swan rink, cup winners of 1920.

He enlisted in 1914 with the 27th Battalion, serving until the end of the war.

The funeral took place in Seattle, Wash., attended by his mother, sister and brother.

John Sutherland, who has been employed with the Hudson's Bay Company wholesale dry goods department for the last eight years, has been placed in charge of the store at Athabasca by the fur trade department. He left Winnipeg on January 24th for Edmonton, where he spent a few days with Mr. Sinclair, district manager, before resuming his trip north. Mrs. Sutherland will follow very shortly.

Miss E. Brown is now the very proud and happy possessor of a diamond. Congratulations!

J. Riley and D. Steven recently made a trip to Fort William.

Percy, to judge by his actions of late, still has very tender memories of V.A.D. days.

J. Lyon, manager of the hardware department, has returned from a trip to the coast. As yet we have no tales of wonderful catches in the "briny."

Omitted from the New Year honour list—a "K.G." for A.B.

Who really broke the window on the occasion of a toboggan party? Can Bobby tell us?

Recent achievements show the Best Procurables are not up to pre-war quality. It may be that P.O. has his mind on other matters.

H.B.C. Candy Factory

Congratulations to Misses Elsie Wesa and Maud Whymant. These charming young ladies ushered out the old year by embarking on the sea of matrimony.

"*Let's go* to the toboggan slides at River park." This simple sentence started the ball rolling and culminated in a party of *thirteen* meeting there on *Friday*, January 12th. We're not superstitious. After two hours of hilarious enjoyment, somebody suggested supper at *Childs*. Everybody boarded the trolley and wound up a very pleasant evening. We hope there will be a few more toboggan parties this winter.

We Would Like to Know—

Who started the bush attractions?

If the "hot dog" was up to expectations?

How it feels to be left in the lurch?

How it feels to slide all the way on a carrier other than the toboggan?

CALGARY

IS THIS ALBERTA OR IS IT CALIFORNIA?

We assume that our readers will be able to judge by the expression on the faces of the gentlemen that this is "Sunny Alberta," but they may be surprised to learn that the picture was taken on the H.B.E.W.A. golf links at Calgary, on *Christmas Day*, 1922.

J. G. Sprunt (Daddy), of the second floor, and Chas. Duncan (the gentleman with the pipe), golf professional, of Banff, had a pleasant game Christmas day.

If the picture had been taken from the rear we might better be able to judge as to whether or not they brought with them to the club house a "wee bit of Christmas cheer."

The weather at Christmas was really remarkable. We had golfing, tennis and hockey all on the same day!

Wideawake Staff

To show that the staff at Calgary is on the whole keeping its eyes open the result of a questionnaire sent out some time ago might be quoted. The advertising office had occasion to secure some information in connection with newspaper advertising and sent out questionnaires to all members, reading as follows:

1. What paper do you habitually read?
2. Do you read it regularly or occasionally, or do you have it delivered at your home?
3. Can you suggest any improvement in our advertising which might be made in your paper?

Eighty per cent of the questionnaires were returned with questions No. 1 and No. 2 answered. A great number answered No. 3, and several very excellent suggestions were received, among them being the following:

No. 1. "Less words in description if possible so as to be more quickly and easily read when people are glancing over the advertisements."

No. 2. "More advertising in the *Albertan*, because it reaches the people in the south country first."

No. 3. "Advertising our mail order service in the daily papers, as they are read by the country people more than the weekly."

No. 4. "Advertising hours of meals in the *Elizabethan* dining room every day in the morning paper, as it reaches the people just before they begin to think about lunch."

No. 5. "Use larger type in advertisements to attract more attention."

No. 6. "Use larger space for higher priced articles."

No. 7. "Make distinction between departments greater and use more illustrations."

These replies, among a great many others received, show that our staff members are thinking and consequently making themselves valuable to the Company. The suggestions quoted, although they may be based on incorrect premises, follow very closely the best information we can obtain on suggested subjects.

Hiking and Skating

This branch of the club has been quite successful so far, having a total of 28 members. There have been two hikes and six skating parties, the objective of these being the "Rotary Hut" about six miles up the Elbow.

It costs but 25 cents to join this branch of the club, and all members feel that they get their money's worth.

Congratulations to Brother Wm. Ferguson, grocery department, recently selected as worshipful master of King George Lodge No. 59, A.F. & A.M. Installation ceremonies were held on St. John's night, many brother masons present being members of the Calgary staff.

THIRD FLOOR

In a season when there seems to be a great deal of illness the third floor has experienced its share, as shows up when the recovered ones return to work.

Mr. Hill, of the hardware department, recently came back on duty, after a serious attack of pneumonia.

Miss Edith Hinde, of the grocery department, also returned to work, after an absence of several weeks.

Mr. Rae, of the grocery department, whose serious and unusual illness has been recorded previously in these columns, is now back on duty. His many friends on the staff and outside the store extended to him a hearty welcome.

* * *

The old fisherman turned around for the tenth time to find the little boy asking him what time the tide came in.

"How many times more will I have to tell you? You've been asking me that all afternoon."

"Gee winigus! I just like to see your whiskers go up and down when you say 5.55."

JOTTINGS FROM THE BASEMENT

The basement staff sympathize deeply with P. Curtice in the loss of his daughter.

Jack Andrews, who has been with us for many years, brought in recently the news of the arrival January 9th, 1923, of a new member in his family. We wish the best of luck to "Johnnie."

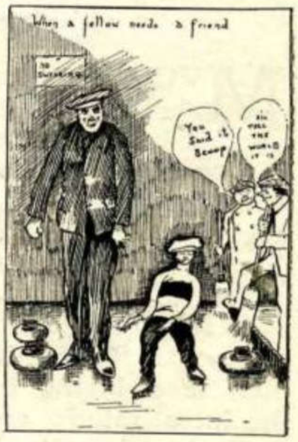
A young lady in the grocery department answered a 'phone call the other day, and was asked by a wag at the other end of the line if she sold lumber in that department. Of course she said "no," and was much surprised to learn that what the gentleman wanted was a carton of tooth-picks.

Seen in the Wholesale Tobacco Department

Characters—Mr. Foster, of a well known undertaking firm of Calgary, and a clerk in the department.

Clerk—How do you find business these days, Mr. Foster?

Mr. Foster—My business at present is "dead."



The reproduction was drawn by P. M. Wards of the warehouse, and represents a critical moment in the first of our curling games this year. From the expression on the face of the large gentleman (George Salter) we assume the small gentleman ("Scoop" McLeod) has just done something which may or may not affect the result of the end.

Curling

THE second game of the league series was played on January 10th. Sixteen rinks were drawn. Most of the winners of the first game before Christmas were unfortunate enough to lose, but a few rinks stood the pace and are entitled to put up two red stickers opposite their names on the score board in the basement. The much "tooted" McKellar rink has been badly hoodooed this season, or else they have not yet hit their pace.

There are three rinks composed of Hudson's Bay men curling in Victoria club competition this year, in addition to a number of Hudson's Bay men who are curling on separate rinks with the club.

Following is the list:

First Rink—Oakley, Spicer, Tyrell, Spaulding, Skip.

Second Rink—Scroggie, Fitzmarten, Bennett, Hutchinson, Skip.

Third Rink—J. Campbell, Mason, McGregor, Edmison, Skip.

The fine record of Mr. Spaulding's rink of last year bids fair to be maintained this year.

January 10th Score

Sparling 5	Campbell 14
Spaulding 18	McKellar 7
Bennett 14	Hammond 12
Edmison 11	Doll 8
McGregor 13	Salter 6
Hutchinson 13	Tyrrell 3
Neal 18	Cleary 8
Mason 11	Shapter 7

The "Human Touch" in Business

MUCH has been said and written about the "science of business" and the hard machine-like way in which big business particularly operates from the standpoint of the human unit, and the lack of sympathetic co-operation between it and the thoughts and aspirations inside your own breast.

Perhaps much of this has been so in the past. Today, however, the pendulum is swinging back, and the best business minds are more and more believing in the importance of the human element in business, and human treatment of it.

The character of a department store, for instance, is not determined so much by the size of the building, by the beauty of the fixtures, nor even by the merchandise being a few cents lower or higher in price than offered by other stores. People like or dislike a store largely because they feel at home and feel a friendly atmosphere in that store; and a friendly atmosphere can only be brought about by a kindly feeling in the hearts of the human beings composing the organization.

The importance of these matters is being more and more recognized in department store life. For instance, it is a usual thing during the Christmas trade to greatly increase the staff. Christmas eve, therefore, many people are necessarily "laid off." Despite the fact that these same people have all along understood, perhaps, that they were only temporary, yet at this particular season of the year, Christmas eve, if this reduction to the staff is done in a heartless way, it often engenders in the hearts of the people "laid off" very great bitterness. They feel they are looked upon as mere cogs in a machine, to be discarded at will, and perhaps rightly resent it.

The importance of sending out a body of people feeling this way toward an institution has a direct relationship to the goodwill or ill-will of that institution. For somehow or other this goodwill or ill-will gradually reaches the store's customers. This year at Calgary every envelope of employees being laid off for Christmas included the following:

SUPERINTENDENT'S OFFICE

M..

The important additions to our organization for Christmas trade make like reductions to staff after Christmas necessary, and we regret this unavoidably affects you.

We however have your name and record with us on file, and you will be considered as further opportunities arise.

We trust your association with us has been pleasant and take this opportunity of wishing you the season's compliments.

HUDSON'S BAY COMPANY
Calgary.

Another human touch by the Calgary store this year, one which was commented on most favorably by a great many people, was sending the store's Santa Claus to visit the sick children in the hospitals of the city. Every year, previous to Christmas, we hold tea parties for the children in our cafeteria. Santa Claus appears, and a little souvenir is given and the children have a jolly time with Santa. A very large proportion of the children of Calgary attend these parties, but the children confined in the hospitals, of course, were unable to be present, so Santa Claus went to them, and took to them as well a message from their little friends of the Hudson Bay tea parties—first to the Red Cross children's hospital on December 19th; Salvation Army hospital, December 21st; Soldiers' children's home, December 22nd; and Holy Cross hospital, December 22nd—giving the children a right joyful time and taking them the same kind of souvenir that went to the other children at the store. Still another thing was done with a sincere good will to give a "human touch" to business. The general manager stood at the staff entrance on Christmas eve as the staff filed out and shook hands with the members of the staff in the true spirit of fellowship. It was good to see it. There was sincerity written all over it.

Still more interesting perhaps, from an employee's standpoint, was the thoughtfulness and genuine consideration shown by our Company in granting its employees an extra day's rest following the Christmas trade, that they might find opportunity to recuperate after the heavy strain of the Christmas business. Nothing in a long time has been done at Calgary that made everybody feel so appreciative and grateful to the Company.

To sum up. The important thing about these little humanities is that, while they can be conceived and put into effect by any clever brain, yet they fail in effect and even attain the reverse of the end desired unless the thing comes from the heart as a sincere and spontaneous expression of good-will. No calculated effect can succeed, because of the power of the "human touch" in business—its fourth dimension—or the "thing beyond the thing beyond."

EDMONTON

Miss Lola Hepburn

Social Notes

Miss Lola Hepburn was nominated by a committee formed by Mr. Munro, general manager, as a candidate for queen at the Edmonton winter carnival, January 24th, 25th, 26th and 27th. Up to the time of writing, Miss Hepburn stands fourth out of the nine contestants from various organizations in the city. We are hopeful that our selected queen of the carnival will pull up in votes during the next few days, as the whole staff is working with vim and energy in selling tickets, each of which counts for so many votes.

Miss Mackay, of the ladies' fur department, has resigned, after three years' active service with the Company.

Mr. Ballard, department manager of the ladies' ready-to-wear department, is away on an extensive buying trip for spring.

W. Briggs, department manager of the whitewear section, has put in his resignation, after seven years of faithful service. Something like a thunderbolt struck the store when we heard this news. "Bill," as he was familiarly called, was looked upon as a fixture in the Company's service. It is his intention to start in business for himself in the very near future in a nearby town.

Mr. Smelly is a newcomer to the store whom we welcome. He is now acting in the capacity of stock auditor.

C. Digney, window trimmer, was confined to his home for several days through sickness. We are pleased to see him around again and once more on the job.

Mr. Chasey, department manager of the men's section, is away on an extensive buying trip in Europe. J. Harkness is taking charge of the department during his absence.

Miss June Boyle is again on the permanent staff after an absence of twelve months. We are all pleased to welcome her back.

Mr. Hamilton, assistant to Mr. Hughes, of the home furnishings department, we are pleased to see around again after a spell of sickness.

Mr. Florence, who was transferred from Edmonton to Vancouver to take charge of the staples and dress goods sections, was a visitor to the store renewing old acquaintances. Mr. Florence is leaving shortly for Europe on an extensive buying trip.

The following are newcomers to the store whom we are pleased to welcome: Miss Grant, Miss Isaacson, Miss Shannon and Miss Anderson.

Mr. Ford is now filling the position left vacant by Miss Mackay in the ladies' fur department.

Mr. Aldred is another new employee to join our ranks, and has supervision of the piano and gramophone department.

FAIR OR FOWL?

NOW it came to pass that a Certain Man (or, more correctly, an Uncertain Man) hied himself into a Big Department Store. And he was sore distressed. And there came unto him a Walker-of-Floors, who bowed before him and said: "Prithee, with what can I regale thy sight, O eminent one?"

And the man answered and said: "Lo, I am impaled upon the horns of a dilemma and encompassed about with doubt." And the Walker-of-Floors made obeisance and said: "Fear not, for, O eminent one, there is no problem that the House of Gazumpus cannot solve. Speak."

And the man spoke as follows: "Woe is me, O Walker-of-Floors, for I was commanded to come to this bazaar and purchase a casserole or a camisole and fetch it to the dwelling place of my Beloved at nightfall, and this must I do lest ill befall me and her wrath descend upon me."

And the Walker-of-Floors made answer, saying: "It is well, seeing that the House of Gazumpus hath of casseroles a thousand gross and of camisoles many cubits. Which wilt thou?"

"Nay," said the man, "therein lies my sorrow, inasmuch as my memory hath gone upon a journey and I know not which the Moon of my Delight desireth!"

And the Walker-of-Floors made two salaams and said: "O buyer of necessaries, be of good cheer, for the House of Gazumpus is cognizant of woes such as thine and is not brought to naught thereby. Tell me, I prithee, is it a live Bird or a dead one?"

And the man made answer and in a short time departed exceeding joyful.

AS OLD AS SHE LOOKS

That "a man is only as old as he feels, and a woman as old as she looks," is perfectly true, but common sense is gaining strength every day of this wonderful twentieth century, and women are now competing with the men, and are only as "old as they feel."

If a woman thinks about her age, and when choosing a hat instinctively selects a modest mushroom shape instead of a more youthful and daring model, not because there are crow's feet to hide but because it is more suitable, then there is very little hope for her and certainly no youth. A perpetually youthful woman may have a lined face and pure white hair, but if she possesses a "merry look," as one young man described a woman old enough to be his mother, then the wrinkles and the white hair do not matter.

I know of one woman of sixty-three with the figure of a girl and the face of an old woman—if you examine it, but you never do. Her quick smile and perfect complexion, however, make you forget all about the very wrinkled skin and the snowy tresses. You are merely conscious that her mind is still young, her figure supple, her movements quick and girlish. These things are merely a matter of mind, not age, and it is possible for every woman to cultivate youth and to keep it.—T.W.M.

Employees' Benefit Association

THE H.B.C. employees' benefit association has been formed, of which the first meeting of the board of directors was held on Friday, January 5th, 1923. The employees will pay in one-half of one per cent. of their salary, and the Company will bear the balance. A physician has been appointed to the association who will spend an hour each day in the store, so that any who may wish to consult him may do so. Also he will visit those who may be ill at home and unable to come to the store. After the third day's illness, one-half the amount of their weekly salary shall be paid to them, as well as free medicine and all doctor's bills.

The majority of employees has joined and we hope ultimately that we may count every employee on our list of membership.

OFFICERS

President	H. G. Munro
Treasurer	J. B. Wallace
Secretary	(Miss) D. Macleod

BOARD OF DIRECTORS

H. G. Munro
J. B. Wallace
F. Smith
Miss M. Doherty
Miss K. A. Stevens
Miss D. Knight

NOTES ON THE HOCKEY GAME

Meal Tickets vs. Strollers

THIS match was played off on the rink at the H.B.C. athletic grounds between the above two teams, one composed of members from the shipping room and the other a team organized by the inimitable Bill Flemming.

Sellers in goal refused to sell the game, but I believe he won "two bits" anyway.

Sheppard was the same old Sheppard, and sure made sheep out of the *Strollers*.

Joe Davis, of the *Meal Tickets*, did not show the same form as he did years ago while with the *Canadians*, but Flemming will allow him his meal ticket just the same.

Red Wright played to the grandstand and used his weight quite a lot, especially near the snow bank. For further information ask Mr. Stevens.

Harold Williams was the best player on the ice and gave a grand display of all-round hockey.

Dick Hichcock woke up long enough to put in some clever checking, and was the means of saving his side a clean sheet.

J. Wright played sub and made a good showing. He had one assist at goal and two assists off the ice. He claimed his skates were dull. But *we are not!*

Stevens' Strollers created a precedent by introducing as goal-tender the human sieve, *alias* Patterson.

Clin Bowen possessed far more avoirdupois than science and wielded a wicked skate.

Stevens proved that he had not forgotten the stuff he learnt whilst playing for his university, and back-checked like a fiend.

Love played very lackadaisically, and skillfully eluded the puck.

Les Wilson, Johnston and Hawes played a whirlwind game, but were handicapped by instructions from their manager.

Les Wilson is rapidly developing into a first rate goal judge; in fact he now knows enough to raise his hand when he is told it is a goal. But for goodness sake, Les, keep the tobacco off the ice.

We suggest that a subscription be taken up to purchase an extra pair of skates, as it gets tiresome waiting while the subs change skates.

We would like to know why Flemming took brushes down to the rink.

And why the same gentleman remarked when he saw the puck, "It's a wee stane."

We hear that Jimmie Stevens is coaching the shipping room at checkers for the next contest, as hockey is too strenuous.

Store Committee

A store committee has been formed, composed of a representative from the selling staff, non-selling, buyers, management and office, for the purpose of contributing ideas for the promotion of business. The following members were elected to serve on the committee: *W. E. Johnson (buyers), J. Harkness (selling), B. Crockett (non-selling), H. Holland (office), Miss M. Doherty (management), Mrs. K. Stobbart (secretary).*

Human Nature

By P. PLOWMAN

An understanding of human nature is of especial importance to people who sell. Every live salesperson has recognized the fact that there is among customers a variety of personalities and dispositions. One person is continually in a hurry; another person, although he may have just as much to do, is never rushed. One person is happy as a matter of habit; another appears to be weighted with the cares of the world. And so it goes, each one contributing to building up variety in human nature.

The study of human nature is the understanding of the laws governing the operation of the human mind. There is a relationship between a person's disposition and his physical appearance as shown by the features of his face. People who make a study of character reading show remarkable results in reading and understanding people at first sight. Everybody acquires the habit, more or less, of "sizing up" a person who is met for the first time.

To the salesman the ability to do this is a special advantage in that it enables him at once to understand a customer and to govern himself accordingly. Unless he is at the outset able to understand something of the nature of the customer and the manner each one should be treated, there will surely result a lack of harmony that will kill the sale.

VICTORIA

SOCIAL EVENTS

Mr. Florence, on the eve of his departure for Europe, was given a surprise visit by a number of his store friends, who wished him good luck and a safe return.

On January 9th the members of the hardware, sporting goods, china and toy departments spent a most enjoyable social evening at the home of Mr. and Mrs Mowry.

Miss Spears entertained a jolly party of friends at her home on Thursday evening, January 11th. The programme included music and games and a fish pond which was the cause of great merriment among the guests.

A delightful get-together dinner and theatre party was enjoyed by twenty-three of our cashiers on the evening of January 11th. Dinner was served at Holly's cafe, after which the party repaired to the *Capitol* where seats in the loges had been reserved. It is the intention to repeat the party in the near future.

During the festive season, Miss Walsh was given a surprise party by a number of her fellow workers in department 15.

On Saturday evening, January 13th, Mr. and Mrs. Harrison were host and hostess at a pleasant little card party attended by various members of the store staff.

CAUSTIC COMMENTS AND OTHERWISE

Who was it that said the messenger girls in the Victoria store were not in society? Why, one of them even owns a five-passenger touring car.

Someone asks why Miss Stevenson wears glasses. You've only to glance at the third finger of her left hand and you'll know the reason. Congratulations to Jack Gard are in perfect order.

The many friends of Jack Cassidy extend to him their best wishes on his new appointment.

Best wishes too are extended to Jack Gard on his well deserved promotion.

On the night of the staff banquet, a certain young lady got too near an electric fan, with the result that two male members were almost suffocated by clouds of powder.

We are glad to see Norman back in the shoe department after being laid up with a fractured arm. In future we hope he will deal more gently with that kicking mule of his. Why doesn't he trade it for a car?

Over-heard in the shoe department while the X-ray machine was being operated, "Now, wiggle your toes, please."

New Sales Clerk—"Sorry, we haven't a size six in these gloves. Will you take two pairs of threes?"

Heard during stock taking: "Why man, I've already completed my tenth sheet." "That's nothing, this is my second bottle of ink."

"*Can fish hear?*" is the question raised by a fishing journal. Well, after hearing Harry Ellis' remarks about the "biggest ever" that broke away, we hope they can't.

Over-heard in the cloak room during Christmas week: "Say, kid, got any rouge I could swipe?" "Yes, a bit; but not enough to cover your cheek."

Capt. P. N. A. Smith, the popular "full back," has now fully recovered from his accident sustained on the football field, thanks chiefly to the attentions of "Dr." Nichols. We hope soon to see him back helping the boys in green and gold to fight their way to victory.

By the way, the mystery of the black case has now been satisfactorily solved. Capt. Smith and the aforesaid "Dr." Nichols, carrying a black case, were seen making daily trips to the roof. Someone suggested that prohibition officers be notified, but it has since been learned that the black case contained merely a violet ray apparatus with which "Dr." Nichols effected the cure. All credit should be given to the good "doctor," but it's just as well to be careful, for rumors will get around.

Annual Staff Banquet and Dance

THAT the spirit of loyalty, co-operation and enthusiasm prevails among the members of the Victoria staff to a very marked degree was quite evident on the evening of December 28th, when the management entertained the employees to a banquet and dance.

The occasion was also the first annual meeting of the Hudson's Bay employees' association since its inauguration just twelve months ago. Mr. Porte, the general manager, presided, and in his opening remarks stated that it was a privilege and a pleasure for him to welcome the gathering as guests of Hudson's Bay Company, and on behalf of the management he thanked the employees for the splendid loyalty and co-operation shown by the entire staff during the whole of the past twelve months.

As president of the employees' association, Mr. Porte briefly touched on the progress made and the activities of the social and welfare branches.

From a very small beginning, with no funds to start with, the association had in one year successfully paid its way, and now had a substantial balance to its credit at the bank.

After referring to the success the executive had met with in securing the Craigflower farm and building for the use of a club house, Mr. Porte predicted a successful year during 1923.

Reports of Officers

Mr. Wilkinson, in submitting the secretary's report, stated that the membership comprised practically one hundred per cent. of the staff, and referred to the many instances where the welfare branch had been of great benefit to members disabled through sickness. Mr. Wilkinson appealed for still further support for the hockey and football teams, and ventured his opinion that at the end of the season the McConnel challenge cup would still be in our possession, as also would be the coveted trophy for which the football team was striving.

W. H. Tasker gave a very satisfactory report as to the financial position of the association, and stated it was a cause for congratulation that there was such a substantial balance to our credit at the bank notwithstanding the heavy calls for sick benefits during the earlier part of the year.

After balloting for the election of two vice-presidents and twelve members to serve on the executive committee during the coming year, the gathering adjourned to the next room and, joined by two hundred or more friends, spent the remainder of the evening in a delightful programme of dancing and card playing.

The New Officers

The results of the election for president, vice-presidents, secretary, treasurer and members of the executive committee are as follows:

President—*G. A. H. Porte.*

Vice-Presidents—*H. Pout and Capt. P. N. A. Smith.*

Secretary—*Thomas Wilkinson.*

Treasurer—*W. H. Tasker.*

Executive Committee—*Miss Burridge, Miss Dawson, Mrs. Gleason, Miss McDougall, Miss McLaren, Miss Taylor, Messrs. Ambrey, Cassidy, McBain, Mann, Nichols and Stanhope.*

Craigflower Now Clubhouse for H.B.C. Employees

The announcement that the old and historic Craigflower Farm has been acquired by the executive of the H.B.C. employees' association for club purposes has naturally been received with a great amount of enthusiasm among the members of the staff.

A long lease at very advantageous terms has been secured from the Hudson's Bay Company, who have agreed to put the property in suitable state of repairs. The farm building will continue to have the same exterior appearance as it possesses today, but changes to the interior will be made so that the house will be more suitable for club rooms. It is hoped the new club quarters will be ready for use early in May.

The property, extending over an area of sixty acres, offers splendid facilities for camping, rowing, tennis, cricket and even golf.

And Now He Enjoys a Holiday Sometimes

With tears of penitence streaming from their eyes, making the floor of the advertising office look like a wet day in Vancouver, a delegation of buyers recently paid a visit to the ad. man and handed him a legal looking document on which was inscribed the following:

"We, the undersigned offenders (through thoughtlessness rather than through evil intent), believing that we should do unto others as we should wish to be done by, and realizing that our advertising manager and his family should not be deprived of the privilege of enjoying the Wednesday afternoon holiday because of our laxness in not sending our Saturday advertising to the advertising office on Tuesday afternoon, do hereby pledge our automobiles, our houses and lots, or any other collateral we may possess, individually or collectively, that we will hereafter have our Saturday advertising in the advertising office the preceding Tuesday afternoon according to schedule."

(Signatures of Fifteen Buyers)

This idea may possibly commend itself to buyers in other stores of the Hudson's Bay Company to the advantage of the poor down-trodden ad-men.

Part of a 70-pound salmon catch off Trial island by Messrs. E. C. Pollock and Bert Waude.

VANCOUVER

Annual Meeting of H.B.E.A.

THE most successful of all annual meetings of the H.B.E.A. was held in the *Imperial* restaurant on Friday evening, December 29th, at 7 p.m. Seven hundred and fifty were in attendance.

At the president's table were: Capt. Beavis of the *Baychimo*, Capt. Foellmer of the *Lady Kindersley,* Mr. F. Powell, Mr. and Mrs. C. H. French, Rev. R. G. McBeth, D.D., Dr. Ford, Vice-President A. J. Watson, Vice-President V. W. Adams, C. Skelly, Miss McB. Green, Miss R. Smith, Miss K. Currie, and 11 H.B.C. medallists whose service averaged 23 years. The evening began with the customary supper prepared by Chef Knechtle. Billy Garden's orchestra rendered popular airs during the banquet.

At the conclusion of the supper, President Lockyer brought the guests to order, and telegrams of greeting from the honorary president, Jas. Thomson, and honorary vice-presidents, James M. Gibson and James S. Braidwood, were read. Immediately following this it was proposed, seconded and unanimously carried that C. H. French be added to the list of honorary vice-presidents.

In his address, President Lockyer said in part:

Looking over the past year I am pleased to say that it has been one of satisfactory progress as far as your association is concerned. As you will see from the secretary's report, we have 525 members at the present time, this number being 52 more than at this time last year.

Of course, in a business such as this the staff fluctuates to some extent with the seasons; at times during the recent busy periods, however, we had over 900 men and women on our payroll, and we easily averaged 750. You will see, therefore, that there is still much scope for a material increase in our membership, and considering the advantages obtainable by being identified with the association I cannot understand why it is that every man and woman on our permanent staff does not enroll as a member.

As this is the first year in which the Company has made regular financial contributions towards the association, it gives me much pleasure to direct attention to the fact that, while the amount paid in by our members was $4,779.40, the amount contributed by the Company was $2,718.65, all of which latter amount is (under our arrangement with the Company) credited to the welfare branch of our operations.

During the past year we have fortunately escaped any of the serious epidemics which were so prominent in previous years. This is somewhat exemplified from the fact that, although we had 210 sickness and accident claims out of a membership of 525, all of these claims were more or less of a trifling nature, as shown by the average of a little over $10 each. I have no doubt that a good deal of credit for this general improvement in the health of our staff must be given to our worthy house physician, Dr. Ford, and to his able assistant, Nurse MacFarlane.

During the past year, death removed one of our most esteemed members, viz., Mr. Richard George, formerly head of our wholesale grocery department. Mr. George was in the Company's service for nearly thirty years, and had served in various positions of responsibility. Mr. George was in poor health for some months prior to his demise, and passed away at the residence of his brother at Stewart on July 24th last.

We have three members of our organization who are quite ill. Mr. Axel Fyr, for some sixteen years foreman of our upholstery department, and who at this time last year was undergoing treatment at the sanitarium at Tranquille, has returned to his residence on Pender street east, with comparatively little improvement in his condition. Mr. Peter Schneider, for many years in charge of our country shipping department, is unfortunately still in the mental hospital at New Westminster, with comparatively little change in his condition. Mr. V. E. Abbot, who was an operator on one of the freight elevators for some five years, has been confined to his bed since February last suffering from rheumatic fever.

In connection with the operations of our welfare branch, you will notice an item of $162.98 for Christmas hampers. These, I may say, cover special seasonable donations forwarded to those members of our staff on the sick list; likewise to former employees of the Company whom your executive were desirous of remembering at this season. I might say that a special committee under Vice-President Adams gave attention to this worthy matter.

Turning to the social and athletic branch, the outstanding feature was undoubtedly the annual picnic to Seaside Park on Wednesday, August 2nd. Mr. Gant has already dealt with this in his report, but I think the occasion calls for some passing comment at my hands, especially as we had the pleasure of having with us some former officials of the Company, likewise because the occasion was marked by the presentation of a silver tea service to our old friends, Mr. and Mrs. Frederick Herbert, the former having just completed twenty-five years' continuous service with the Company. The net cost of this picnic to your association was $1,085.25, and, considering that this meant the chartering of the steamer *Lady Evelyn* and the providing of two meals, I consider this almost a wonderful showing.

I would be very remiss in my duty if I did not direct attention to the present lack of activity in connection with all branches of athletic sports. When it is remembered that only a few years ago we had a cricket team worthy of our organization, a hockey team taking a leading part in the different matches, and many members most keenly interested in tennis, it is certainly disappointing to have to admit that, outside of our baseball team, there is comparatively little to record as the result of the past year's operations.

In spite of the fact that Vice-President Watson was able to arrange for the use of the municipal tennis courts in different parts of the city and on different days so that members would have tennis available comparatively close to their homes, this privilege was by no means taken advantage of.

When the summer of 1922 is remembered, a summer of almost perfect and continuous sunshine from May until October, the disinclination for athletic sports is all the more conspicuous. Of course, I fully realize that there are many of our members who are following athletics and outdoor exercises in clubs and organizations other than our own, yet I feel that we should endeavor to make progress in this connection as an association, and I hope that, under the leadership of the incoming chairman of the sports committee, greater activity will be evidenced in the year 1923.

Immediately following the address, it was moved by W. H. Sharpe and carried that the president be asked to convey to the Company the hearty appreciation of all present for the generous part they had taken in assisting to finance the welfare branch of the association.

Rev. R. G. McBeth, D.D., gave a description of Christmas as it was spent in days gone by, as well as many other pleasant reminiscences of late historical interest.

The supper over, those who wished to join in the dancing retired to the sixth floor, and those intending to play whist adjourned to the rest room adjoining the restaurant.

The winners of the prizes, which were presented by Mr. Lockyer, were:

Ladies—First prize, Miss Scales; second prize, Mrs. Young; consolation, Miss Barkwell.

Men's—First prize, Mr. F. Powell; second prize, Mr. Sutherland; consolation, Mr. Laing.

A break was made after the third dance to allow our dramatic section of the association to participate in the evening's pleasure by staging a comedy entitled "Mummy." Those taking part were: Miss Fairhurst, Mr. Badcock, Mr. Nilson and Mr. Robinson. The play was one huge scream from start to finish, and was greatly enjoyed by its audience.

Dancing was resumed, and continued until 11:55, when "God Save the King" was sung and the happy gathering broke up after an evening of feast and merriment that will long be remembered.

To Those About to Marry—

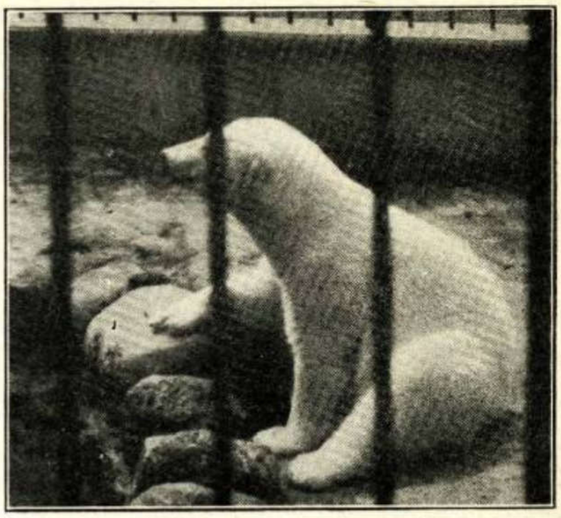
PUNCH once said "D-O-N-T," but that was before the war. Since then great changes have come about, and the boys and girls of this day say "the long courtships of yore are gone forever." And so it seems, for of late an epidemic has caught this store.

Among the many departments attacked, Miss Currie's (ladies' underwear) has been the leader. Just recently she has had to relinquish her charge over Miss Coop, who will marry Mr. Robins, a post office official of this city; next Miss V. Wells, who has appropriated a Mr. Elworthy, of Victoria, and Miss B. Wrigley, who has chosen Mr. Kerr, of the B.C. Electric railway service.

Hearty response, in numerous showers and very pretty and substantial presents from the department staff and friends, show how highly these young ladies' services were appreciated. G. Harrison, the floor superintendent, very fittingly made the presentations.

Very pretty weddings and home receptions gave a pleasing farewell to these happy unions. But not all. In my round of the store on Boxing Day I noticed many smiling faces and heard mysterious whispering. Santa Claus had been good in dispensing his gifts to seven more pretty girls, but even these were not all "only seventeen." His selection had caught a person of riper years. The usual sparklers were in evidence and much admired. One youngster looked up and, with fun in her eyes, said, "If Miss——has been caught, there is still hope for me." "How old are you?" I asked. "Just sixteen," she said.

—*A. Taylor*



An H.B.C. Bear

"BARROW" was presented to the zoological gardens, Vancouver, by H. T. Lockyer, general manager, on behalf of the Hudson's Bay Company. Right from the beginning his tiny-weeness and whiteness touched the hearts of the little Vancouverites, and he became a general favorite. He has been removed to larger quarters, where he has a nice little pond to jump into, plenty of room to run around, and heavy iron railings to protect him from the affectionate hugs of his admirers.

"Barrow" was captured on an ice floe near Point Barrow, Western Arctic, by men of the H.B.C. schooner *Lady Kindersley* during her maiden voyage in 1921.

H. T. Lockyer, general manager, retired from the presidency of the Vancouver exhibition on January 8th. He was presented with a diamond set gold locket, and elected again as a member of the board of control and finance committee.

A welcome visitor to the advertising department of the Vancouver store recently was C. A. Lindsay, an old-timer from Manitoba. Mr. Lindsay came to Canada in 1872, and was one of the first to join the R.N.W.M.P. when that wonderful body of men was mobilized in 1873, with headquarters at Lower Fort Garry.

Mr. Lindsay said, "In 1873 it took 27 days to go from St. John to Winnipeg." The journey was first by rail to Montreal, from there by steamer to Toronto, thence to Collingwood by rail, then by boat to Thunder Bay (now called Fort William), from which place they went up to Lake Shebandawan by the Ss. *Chicora* (which by the way was an old blockader and is still in service), and from there ran down Rainy river, across Rainy lake into the Lake of the Woods, and thence to Fort Garry.

Jas. Gibson, an employee of the Company for sixteen years, has resigned his position as city salesman for the wholesale tobacco department to enter into partnership in the photo engraving business. Before leaving the Company his colleagues presented him with a handsone leather travelling bag, and his wife a beautiful piece of cut glass.

W. W. Fraser, manager of the Vancouver retail china department, left on his semi-annual visit to the eastern markets on Tuesday, January 16th. Mr. Fraser will proceed to the old country on an extended buying trip.

Miss L. Percival, of Campbell court, was hostess at a miscellaneous surprise shower to Miss Sadie Grant, of the mantle department. The rooms were very tastefully arranged. The dining table was a work of art, and during the evening musical selections were given by Mrs. Armstrong, Miss Planta, Mr. Tuff and Mr. Cook, with Miss Callaghan accompanying. Little Miss Geraldine Hoag wheeled a daintily decorated carriage containing the many gifts, which were received by the prospective bride, who was seated under a large wedding bell. The toast to the bride was proposed, after which a buffet supper was served. The guests included Miss Grant, Miss L. Andrews, Mrs. Whitlock, Miss Callaghan, Mrs. Armstrong, Mrs. Theyen, Miss Crawford, Miss Thielen, Miss Curron, Miss Bennet, Mrs. Darling, Mrs. Stephenson, Miss L. Percival, Miss Young, Miss C. Cunningham, Mr. B. M. Clarke, Mr. and Mrs. Tuff, Mr. and Mrs. E. Parsons, Mr. and Mrs. Gilbert, Miss Verna Parsons, Miss Hazel Tuff, Mrs. G. Percival, Geraldine Hoag, Mrs. Cook, Miss Planta and Mrs. Thompson.

The Making of Fine Linens

By F. S. GARNER

ALL the world's wealth has in the first instance to be won from the earth herself and this certainly applies in the case of all linen goods.

Fifty centuries ago in ancient Egypt, linen making had become a fine art. But high cost of manufacture made its use prohibitive to any but the very wealthy, and it was used as a gift between kings.

This art of fine weaving is not forgotten. In Ireland today, linens are still woven by hand, the splendid textures of which are a revelation to an appreciative touch. Generations of fine linen makers, children following the trade of their parents, have developed the skill that makes possible Ireland Brothers' Fleur-de-Lis Irish linen. The sheen of this beautiful fabric, with its wondrous designs that delight the eye, win you immediately you make its acquaintance.

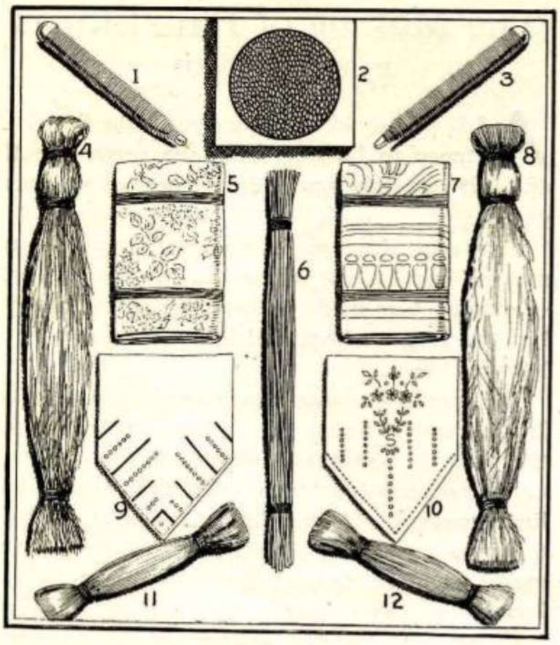
For tablecloths of pure dazzling whiteness that enhance the beauty of tableware and fine china, or linen for any household purpose, the use of Ireland Brothers' Fleur-de-Lis Irish linen is an assurance of quality and enduring service.

Much has been written about linen and its manufacture, but I believe the following notes telling of the manufacture of Fleur-de-Lis linens handled so extensively by the Company today will be interesting, and in a small way instructive, and perhaps helpful in the selling of this merchandise which is in daily demand by many of our patrons.

Taking the illustrations in their order in the show case here reproduced, which has been got up by Ireland Brothers, Limited, in order to show the process of manufacture, we see (No. 2) the flax seed which is sown in the spring at the same time that the farmer sows his wheat, oats, etc. In August (we are now speaking of Ireland) the flax straw has grown to such a height that it is ready for pulling. It has now broken into a pretty blue flower, which is an indication to the farmer that the flax has grown to its full height, that is, the stalk will not grow any longer.

In flax growing it is important that the stalk should grow as long as possible, as the longer the stalk, the longer the fibre which is within the stalk, as illustration No. 6.

A fair average height for flax is about three feet, six inches. When the flax is ready for pulling it has all to be pulled by hand, the reason for this being that it is important that the flax must be pulled out by the root in order to ensure as long a fibre as possible. The longer the fibre, the better is the yarn which can be spun from that fibre.



There have been various machines put on the market to pull flax, but in spite of this most of the flax in Ireland today is pulled by hand. The machine does not always ensure that the flax is pulled out by the root, which is necessary. Once the straw has been pulled, it is then placed in water and left there a sufficient time for the straw to rot.

The straw is then spread over the field again to dry, and when sufficiently dry it is ready to go to the scutch mill, where the process of scutching takes place which separates the fibre from the straw.

Turning to the illustration again, we can see the scutched flax separated from the straw (No. 4). After the flax has been scutched, it is dressed, the dressing process being one in which the coarser fibre is combed out and only the finer is left. As the Fleur-de-Lis linens are all in the finer grades, it is mostly this dressed flax which is used in its manufacture.

We see by the illustration that there is such a thing as "green" yarn (No. 12) and "boiled" yarn (No. 11). Green yarn is the yarn as it comes from the spinning frame, that is, after the flax fibre has gone through the spinning process. To make the fine, hard-woven linen damasks, the green yarn is put through a boiling process, which ensures that the yarn is soft and silky, before it is wound on to the pirns which are seen in the illustrations (1 and 3). These pirns are put into the shuttle which is projected across the loom to throw in the weft threads which, when intermingled with the warp threads form the cloth. The pattern in the cloth is formed by the rising and falling of the warp threads, that is, the shuttle carrying the weft either passes over the warp or under the warp.

The cloth as it comes from the loom is shown in the illustration in the brown state. (No. 7).

The bleaching process comes next, and when the cloth comes back from the bleach green it is a snowy white, as illustration No. 5.

We think that if the average housewife was able to personally follow the course of manufacture from start to finish she would be more satisfied that linens today are reasonably priced, taking into consideration the long process through which it has to go before the linen is ready to be put on the table.

The duties imposed on linen goods coming into Canada naturally makes linens a good deal dearer here than they are in the old country.

The climate in Ireland is one which is peculiarly adapted to the manufacture of linen, and it is mostly on this account that Ireland has become the centre of linen manufacture today. This applies in particular to fine table damasks, which cannot be made so well elsewhere.

Referring again to our illustrations, we still have an example of Irish drawn-thread work and also one of hand embroidery. (Nos. 9 and 10).

This interesting exhibit in tabloid form of the process of linen manufacture is on display at the Vancouver store, and forms a concise illustration of the different processes through which linen must go from the sowing of the flax seed until the cloth is bleached and ready to be put on the table.

MR. LOCKYER'S MONTHLY MESSAGE

XII. The Hudson's Bay Company

IT is quite natural that there are a great many of you who are unaware and do not appreciate the vastness of the operations of this Company, and the many phases of such operations, and the extent of the ladder of promotion that is within reach of everyone in the service. In order to enlighten you on the above points and explain the system as best I can in the limited space at my disposal, I am making my message to you on this occasion in the form of a short *resume* of the Company's operations.

In the first place, the store business is composed of four sections, which we will term the the "buying," the "selling," the "service," and the "control."

The "buying" section is composed of all our buyers for the different departments—Eastern Buying Agency at Montreal, Buying Department at London, as well as agencies in the United States, France, Belgium, Holland, Germany, Switzerland, China and Japan. From the above you will realize the excellent facilities the Company has from a purchasing standpoint, and the

Vancouver branch can feel highly complimented when, of seven buyers proceeding to the European markets in the very near future to purchase on account of all stores, three were selected from this branch.

The "selling" section includes those departments through which merchandise is disposed of to the public for value received, and which we ourselves designate numerically from department 1 to department 54, and those departments which promote sales, such as the advertising, display and country order departments. This section, as you know, is under the jurisdiction of the merchandise manager, assisted by a manager of each department; then come the head salesclerks, and finally the salespeople whom we depend upon to distribute the goods to the customers.

The "service" or "general operating" section can also be sub-divided into a great many departments, most of which are under the jurisdiction of the superintendent. This section is made up of the following departments: adjustment, transfer desk, post office, delivery, shipping, garage, elevators, engine room, porters, night watchmen, doormen, inspectors, cashiers, tube room, floormen, messengers, carpenters, plumbers, electricians, some of these departments being sufficiently large to have their foreman, who is the connecting link with the next step upward.

The "control" section is in charge of the accountant and comptroller, and consists of general office, credit office, audit department, traffic department, as well as supervision over the important matter of operating expenses.

These four sections constitute the H.B.C. retail business at Vancouver, which, as you know, is merely a link in a chain of stores extending from Victoria as far east as Winnipeg. These stores make up the "stores department" controlled by the stores administration offices at Winnipeg.

But here again we have only reached the top of the stores department, and we find we have three sister departments, the wholesale department, the land department and the fur trade department, who, like ourselves, are responsible to the Canadian committee. This committee has its chairman, and is responsible to the directorate in London, which is headed by our esteemed governor, Sir Robert M. Kindersley.

We have now reached the top of the ladder as far as officials of the Company are concerned, but responsibility goes one step higher, and that is to the shareholders. You will see from this *resume* that everyone in the service has his or her part to perform, and must be capable of carrying responsibility, if success is to be accomplished.

A TOUGH BIRD

Dennis, on a trip to South America, came across a very pretty Spanish parrot, which he bought and shipped to his old friend Maguire as a pleasant surprise. Upon arriving home he called on his friend, and among the first questions he asked was:

"Well, Marty, did ye get th' foine parrot I sent ye?"

"Oi did thot, Dinny, and Oi want to tell ye that Oi niver put me teeth into a tougher bird in me loife."

ENOUGH

"She refused you?"

"That's the impression I received."

"Didn't she actually say no?"

"No. All she said was, 'Ha-ha-ha'!"

KAMLOOPS
Store News

Newsettes

The members of the Hudson's Bay welfare committee carried out their parts nobly during the past year. Miss Sanderson especially has earned the gratitude of the staff for her kindness and sympathy in their time of need.

We very much regret to report the death of Mr. J. Skelton, who was night watchman at this branch for some years and was generally liked by all who came in contact with him. Mr. Skelton retired from active service on July 3rd, 1920. Since that time he has been residing in Kamloops with his family.

We were pleased to receive visits from Mr. Chasey, Mr. Nicholson and Miss Paton in connection with European purchases for fall.

Miss Esther Dandy has been appointed correspondent to *The Beaver*, having served as reporter for some time past with efficiency. Miss A. Sargent takes Miss Dandy's place as one of the reporters at this branch.

WHO WANTS A "WANT"

If I don't want to be in want,
I ought to want enough
To get the "want" I know I want.
Gosh! Wanting a "want" is tough.

TELL HIM NOW

(*Advice worthy of Solomon!*)

If with pleasure you are viewing any work a man is doing,
If you like him or you love him, tell him now;
Don't withold your approbation till the parson makes oration,
And he lies with snowy lilies o'er his brow.
For no matter how you shout it, he won't really care about it;
He won't know how many teardrops you have shed.
Do not wait till life is over and he is beneath the clover,
For he cannot read his tombstone when he's dead.
More than fame and more than money is the comment kind and sunny,
And the hearty, warm approval of a friend;
For it gives to life a savor, and it makes you stronger, braver,
And it gives you heart and spirit to the end.
If he earns your praise, bestow it; if you like him, let him know it;
Let the words of true encouragement be said.
If you think some praise is due him, now's the time to slip it to him,
For he cannot read his tombstone when he's dead.

SCRIBBLES OF THE MOMENT

Miss Annie Sargent is threatening traitorism! When she returned after a short illness we discovered, much to our horror, that she was the possessor of a "diamond."

We wonder how many of the H.B.C. employees are followers of Dr. Coue? If it so happens that any of you are, be warned in time and don't be too ardent in carrying out his advice, for perhaps you might meet with the same fate as that unfortunate man in the East. He was very bowlegged and, as he had read of Dr. Coue's cure, he decided to give it a trial. So, one night before retiring, he repeated assiduously *three hundred* times, "Day by day, in every way, my legs are getting straighter and straighter." But alack and alas! Next morning his legs were so knock-kneed that he could scarcely walk. He had repeated the password too many times.

Mr. Nixon—I have just got a case of hens' eggs from Ducks. (Ducks is a station on C.P.R.)

Miss H., shivering with cold, was repeating over and over, "Every day, in every way, it is getting warmer and warmer." D.—Do be careful, Florrie! If you say that too often you will begin to think you are in the tropics and come to work in a fig leaf.

SASKATOON
Store News

Chance to Make a Million

Don't rush, please. All we require is the invention of a non-skid, vacuum grip, easily applied, harmless, rubber-toe calk especially adapted for use on curling rinks. Practically all of us know that cracked ice and big heads are quite in keeping with the holiday spirit, but when both are produced by the sudden stop after a high drive on the centre ice of Saskatoon's most popular curling rink it is strictly a case of the sorrow without the joy. Mr. Andrews, superintendent, is anxiously looking for the ingenious mind that will produce the much needed toe calk, thereby giving him his old-time self-assurance while hewing mightily on "ye rocks."

Someone mentioned another dance. The last one was a great success and a goodly number from the main floor intend to be present on the next occasion.

Miss Ida Osborne has been transferred from the smallwares department to the millinery workroom.

Mr. Ross, of the boys' section and men's furnishings, who has been ill for the last two or three weeks, is progressing favorably and will be back on duty before February 1st.

The weather was not favorably disposed towards the innumerable window trimmers who were to be seen madly rushing to and fro between 8.30 and 9.30 a.m. during the January sales. One of the windows which required special mention was the end window on 23rd street. On January 5th this window was trimmed by one who is known as "Heather." It was a very cold and frosty morning, and great were the difficulties thereof. "Heather" could be seen up to his neck in flannelettes, from which he finally emerged looking much like Santa Claus in disgust, but maintained he was warmer at that.

Sighs of relief could be heard from any of the department managers when, on the 6th of January, our new display manager, Mr. Abbot, arrived to take over his duties, thus relieving the department managers from taking their "40-below window dip" every morning.

We are all pleased to know that Miss Hamilton is well enough to take her place in the silks department.

Great regret was felt at the parting of the ways in the ready-to-wear and children's department when we said "goodbye" to Mrs. Auderkirk, Mrs. Gibson and Mrs. Small.

Miss C. Madill, millinery department, is visiting friends in Regina.

According to the amount of "loose money" that is reported to have been in Edmonton recently, business should be good there.

Who is the young lady on the second floor who took such good care of the "young" man she was out driving with the other evening that he returned with his right hand partly frozen.

We deeply regret that Mr. McNichol, our advertising manager, was removed from his home to St. Paul's hospital this afternoon (January 13th). We sincerely hope that he has a speedy recovery and that he will soon be back to take his place on the staff again.

The staff extend their congratulations to Mr. and Mrs. H. Bayley on the arrival of a bouncing baby boy.

Mr. DeBuc has charge of the music department now, Miss Hamer being transferred to the children's department on the second floor.

Miss Florence Barry, of the millinery department, having decided that "single blessedness" was the "bunk," took unto herself one goodly husband on January 6th. Miss Barry's popularity was clearly demonstrated by the fact that she was the recipient of a beautiful silver chafing dish presented to her by the young ladies of the millinery department. Mr. and Mrs. L. Leachman have left to make their home in Los Angeles. We feel sure that they have the best wishes of the entire staff.

Mr. Horniblow has returned from Winnipeg, where he spent the past few days in the interests of our February furniture sale. Mr. Horniblow reports a very pleasant and profitable trip.

The H.B.C. curling rink has been doing some mighty fine playing recently. After losing the first game, they have been unbeatable and succeeded last Tuesday in lowering the colors of the league leaders. Messrs. J. S. Smith, G. H. Andrews, O. S. Wakeford, C. B. Anderson and A. E. McClocklin compose the rink. More power to their arms; may they keep up the good work!

VERNON, B.C.
Store News

ARRANGEMENT of the second social evening of the season, held Monday, January 8th, was in the hands of the junior members of the staff; and the girls, who acted as hostesses, gave their famous "college" yell and certainly proved they hadn't anything to learn from the "old uns" as to how to run such an entertainment.

Whoop-o, whoopee,
We are the girls of the H.B.C.
We had to hurry to prepare this fete,
And, now we are ready, we'll give you a treat.
We'll sing and dance, and we'll laugh with glee,
This is our yell for the year two-three,
Whoop-o, whoopee,
We are the girls of the H.B.C.

A very fine programme of songs, games and dances was provided and incidentally some particularly good "eats" were handed around.

From the opening number to "Old Long Since," there was not an idle moment, and so infectious was the fun that even those of us who "bed" at 9.30 could not tear ourselves away till the last round at midnight.

Girls, here's hoping you will keep up the good work.

Members of the H.B.C. staff are again well represented on the executive of the Vernon and district Caledonian society. Mr. Watson has been re-elected president, Mr. Henderson is now second vice-president, and Mr. Bone is on the managing board.

There is a report of an oil strike a few miles from Vernon. This has no connection with any old reliable coal strike, nor does it strike some as being half so exciting as striking a well of "Scotch." When the latter happens we expect a great rush from Calgary, Edmonton, Winnipeg, and even far-off Montreal.

Why do Vernon ladies grow—well, rotund? It is a pertinent question. But why reduce to music by day and increase by gigantic gastronomic feats by night during the entire period of a tea party? Miss Livingstone was a mere slip of a girl when she came to Vernon; but, oh, Winnipeg, if you could only take a look at her now!

1923

By ROBERT WATSON

1923 dawned upon the world in the same way as did the most prosperous year the universe has ever known.

1923 was all right when it arrived, and it is going to be just what you and I and the other fellow make it.

Everything that ever was, is, or shall be, first originated in thought.

Thought is the root basis of all action. A man cannot grow grapes from thorns, or figs from thistles.

Think failure and your actions will respond accordingly. Think failure and the carrion crows of pessimism and failure will roost on your back fence and caw for your corpse as it is carried out.

Think success and your actions will respond accordingly. Think success and the first blood of the battle is drawn in your favour.

Get the thinking part healthy; but do not be content with that, for, no matter how good your foundation is, it is useless unless you build on it. *Get the foundation sure,* then build, build, build, knowing that, if only you work the best you know how, the result cannot be anything but success; in fact, already is success.

1923 is all right! It is up to you and me.

This joke is strictly original and not culled from anywhere. Doesn't it sound like it?

Clerk to Jew Floorwalker—Mr. Sellum, the lady sending this mail order wants one pair of patent shoes, size 4. We have only 8s in stock.

Isaac Sellum—Vell, vot's your trouble? Send her one shoe and charge her full price. Twos into eight makes four, vasn't it?

AN ODE ON ED.

Ed Caspell had a real birthday.
To you that may seem queer;
But it does not fizz on us a bit,
For he has one every year.

His good friends in the Vernon store
Called on him by surprise.
Now, Ed hopes that he'll celebrate
His next one in the skies.

He got a new-laid last year's egg,
Some cabbage on the runt;
'Most everything from herring tails
To a porker's bottled grunt.

We ate him out of house and home;
Of chicken house as well.
We raised the roof, we raised Ed's hair;
We certainly raised—pandemonium.

Ed Caspell had a real birthday,
And if he has another
The writer shall not go unless
Escorted by his mother.

—*R.W.*

YORKTON, SASK.
Store News

Several members of the staff have been on the sick list with "semi-flu," which seems to be almost an epidemic in this district.

T. Cleave, of the grocery department, avoided an attack of pleurisy, due to the successful treatment he received at the Victoria hospital.

Mrs. Clark, department manager of the ready-to-wear, left on January 3rd for eastern points on a buying trip.

Miss Clark, milliner, is also away on an extended buying trip.

We wonder who the fortunate young lady was who had the pleasure of fainting in Charlie's arms (cash and carry). Some fellows are lucky.

THE LAND OF SILENCE

(Continued from last issue)

By GEO. R. RAY, Moose Factory

Author of Kasba (William Briggs)

"YOU have no right to call me hard names. I've never done anything very bad."

"Never done anything very bad, sir!" said MacDonald—or rather he shouted the words at the offender before him, then bit his lip again. "What do you mean by that?" he enquired in quieter tones. "Do you forget what took place not so very long ago? Your youth saved you from the consequences of your misconduct then, but do you imagine for a moment that I have forgotten?"

"Nor forgiven," said Alec spitefully.

"Could I believe that you had changed," said his father very quietly and with much feeling, "not one syllable of the past should ever again pass my lips; but I am convinced that you are an idle, useless fellow, and that your conduct now is as disgraceful as ever."

With a guilty start and a malicious glance at the parson, Alec said:

"Who has been trumping up tales to set you against me?" He licked his lips nervously.

"No one," returned MacDonald sharply. "It is not needed. My eyes have not been wholly blind all these days. But *go*. I cannot trust myself to say what I have to say now."

"I know I did wrong in going, but—"

"Don't attempt to explain; for whatever explanations you may offer will be a mere tissue of lies. Go, sir; go to your room. Away! I'll hear no explanations!"

"And this from the father who has acquired the reputation of being a just man," said the youth, as he went out of the door.

After Alec had gone, his father paused for a while, then walked about the room apparently musing and reflecting, with much uneasiness in his looks.

"What *am* I to do with him?" he said presently, appealing to his companion. "He is incorrigible—a lazy, incorrigible fellow. I will send him away."

"Old friend," replied the parson gravely. "So important a step must not be taken in haste. He is still your son. You have a duty to perform; you must try to win him back to that path of rectitude from which he has so lamentably strayed."

"If he were a thoughtless, idle fellow merely, he might be reclaimed, but as he is an unprincipled young rascal, with unhappily no respect for the truth, I fear that the case is hopeless."

"Still it *must* not be given up in despair," persisted Mr. Armstrong.

"No, I suppose not," admitted the father gloomily. "But I am at my wits' end to know what to do with him. I am daily dreading to hear of some scandal in which he is implicated. He is too fond of that fellow Miner's company to be up to any good. God! To think of him as a baby—what a sturdy little fellow he was—how affectionate! How proud I was of my son, my *only* son! And now," he said with great emotion, "look at him!" He hid his face in his hands. "Can this grievous change be ascribed to any want of exertion on my part?" he went on at length. "Can I reproach myself with having in the remotest manner been the cause of this perversion of taste and intellect? No, I think not; I have nothing to reproach myself with. Yet it may be," he continued thoughtfully, "that observation should have taught me that trading posts in the far North are not proper places to bring up white children. I ought to have realized that. Well, perhaps I did. But what was I to do? Because a man is a fur-trader he is none the less human. To send my children to be brought up in civilization, so far away, meant that I should lose all control over them as a parent, have no influence in the shaping of their young lives, have no hand in moulding their characters. The memory of their father, whom they loved as small children, would, as they grew up, have gradually faded from their minds, until he remained merely a generous somebody who lived away back in the wilds and sent them money on receipt of impecunious letters." His attention was caught by a slight noise outside the door. "My God!" he exclaimed, "here comes another!"

Once more he lowered the light and drew back into the shadow. The next instant the door was stealthily opened and a figure cautiously entered the room.

MacDonald's hand flew to the lamp, and the apartment was flooded with light.

Marjorie stood before him.

CHAPTER XXI

The MacDonald Temper.

Marjorie was immensely excited.

"Father!" she cried, hurrying forward. Then, on sight of Mr. Armstrong, she halted with every sign of confusion, if not of guilt.

Mr. MacDonald gave a stricken cry, and stared at the girl as if she had been some apparition. To discover his son stealing into the house like a thief in the night he could bear manfully, but to find his idolized Marjorie imitating her shameless brother was appalling. It scared his very soul. No mortal, neither flesh nor soul, could withstand this crushing blow.

As for Rev. Armstrong, he trembled and turned pale with a sudden presentiment of evil. In his inner soul he held a conviction that woman's nature does at times prove too strong for her sense of right and wrong. His fatherly love for the young creature before him caused a shudder through his frame. And yet it was but for a second. He could not look twice in that face and fear for her.

Marjorie was still greatly excited, but she had begun to be rather frightened too.

"Father! What fearful expression is this?" she asked, gazing into his face with growing terror and trepidation.

And for some moments more there was a dead silence, in which the ticking of the noisy clock was drowned by the thumping of their hearts.

In suspense the other occupants of the room watched the chief factor, waiting for him to speak. Finally he said:

"Where have you been, Miss? Speak! Am I to curse the day my wife bore me children?" His voice rang, measured, stern and hard.

The bitterness of these words, and the intensity with which they were uttered, startled and terrified the poor girl still more. Her conscience was so clear, her mind so innocent of any wrong-doing, that she started back as if struck a blow on the chest. But she soon grew collected; her self-possession and tranquility in a great measure returned, although her cheeks were deadly pale.

"I have been out, father," she quietly replied.

"Been out!" said her father with fierce impatience. "Of course you have been out; one does not rise from one's bed fully dressed and wearing a deerskin coat. *Where* have you been is what I ask? It is a simple question."

"Pray give her time," interceded Armstrong. "You frighten the poor girl."

"Father," said Marjorie, with a quiet breath of aggression, "you must not talk to me in that tone of voice or look at me so fiercely. I have done nothing of which you will not approve when you hear it." She paused and looked at her parent, and her eyes said as plainly as eyes could speak, "It is something for your ear alone."

This was, however, lost on the exasperated man.

"Then let us hear it," said he, with a sort of growl.

But Marjorie did not answer him at once. A conflict arose in her mind between her desire to protect Bob from what she considered Mr. Armstrong's eccentric ideas of duty—she had witnessed one painful instance only just a few hours before—and her longing to set her father's mind at ease, for he was greatly shaken she could see.

She was tender and warm of heart and felt deeply for her parent, yet she dare not tell her story of Bob's escape—of his innocence and her brother's guilt she dare not speak, her promise to Bob forbade that—in the presence of the clergyman, for she felt that he would not hestitate to inform the police of his son's intention to make for Norway House and from thence to civilization. While, on the other hand, if she kept silent Blake would remain in ignorance of Bob's plans and restrict his search for him to the country surrounding York Factory and thus give the young man time to get clear away, which was good. But in that case she would have her fiery tempered father to deal with. He would insist on an explanation; dare she refuse it? Oh, if Mr. Armstrong would only leave the room! She must temporize for a little longer.

The noisy clock ticked on.

A sudden gust of wind shook the house.

"Come, I am waiting," her father reminded her, in tones of stern authority.

By this time his daughter had taken her resolution. She had determined that she would not explain, at least not in the presence of Bob's father. The presence of Mr. Armstrong forbade all explanation.

"Father," she said slowly at last, raising her eyes bravely to his and attempting to smile, "it is a little secret of mine which I cannot for the present disclose. Believe me," with a significant glance at the clergyman, "I have good reasons for my silence."

The glance passed unnoticed by Mr. MacDonald, who had grown furious on the instant.

"Cannot! Reasons! Stuff and nonsense! Enough of this! Tell me, at once, where have you been, and what doing?"

He eyed his daughter with chilling scrutiny, expecting her to yield to him. He was totally unprepared, well as he knew her spirit, for what followed. He had committed his initial error in losing his temper, and now made his second blunder by speaking dominantly to the girl; for she was her father's daughter and faced him squarely, her lips set into a thin line of determination. All the rebellion that was dormant in her nature rose at the tone of his voice.

Outside the wind roared and shrieked with ever increasing violence.

The girl remained silent.

Which added to the man's fury. His anger escaped him in a stream of words.

If anyone had previously dared suggest to the chief factor that it would take anything less than indisputable proof to make him believe anything against his favorite child, he would have answered without hesitation that it would be impossible. Yet so it was. It has been said: "Though good angels are often out of the way when they are wanted (a fact that might seem to demand explanation), bad devils are much more attentive to their business." There was one ready now with the hint that Marjorie's candour and purity and frankness was but a part of her cunning scheme to deceive him. The girl's peculiar behaviour made real the tormenting suspicion which had been uppermost in his mind since the moment of her unfortunate appearance, and, away from his wife's controlling and soothing influence, the chief factor allowed the MacDonald fiery temper to run away with him. We are already very fond of our chief factor (at least I am and I hope that you are, gentle reader), but in this we cannot find the least excuse for him. His conduct was indefensible on any ground.

"You obstinate girl!" he cried. "You have something to conceal! You have been gallivanting outside!" Suddenly he flared, "You have a lover!" With this he sprang upon her, seizing her wrists and gazing at her as if to find the truth in her eyes.

"Oh, how pitiful this all is!" cried the distracted girl, knowing that having gone so far the obstinate old fellow would rather break than bend. "I have no shame to hide. I have been out to keep no guilty appointment. If you knew, you would approve of what I have done. For the present you must be satisfied with that, father." Then she bit her lip and wished she had held her tongue.

"You must not hurry the child," said Armstrong quickly, with a desperate attempt to come to the girl's rescue.

"But I cannot bear such nonsense," said MacDonald furiously, releasing Marjorie. "She is my daughter and she acts as if she were—God only knows what."

The cruel words lashed the girl. Her breath caught in her throat, her eyes closed, she shivered a little, she swayed slightly.

"Oh, father! Don't, don't!" she pleaded, stretching out her arms toward him as if to stop him. Then the color came into her cheeks, for she understood, and she covered her face with her hands. For a few moments she stood thus.

At this the angry man's voice changed, softened. "Well, speak out, then," he said. "Don't exasperate me so."

His daughter put out her hand to touch him, but he drew away.

"No," he said, "you must first explain yourself. Where have you been? What doing?"

The poor girl shook her head sadly, yet with grim determination. "That I cannot tell you just now, father," she said.

"Come, come, Marjorie, my dear," remonstrated the parson in a cheery and encouraging tone, perceiving the other man's anger was about to flare up again. His face had changed once more to cloud, his mood once more to anger.

Marjorie turned to the pastor appealingly.

"Oh, Mr. Armstrong do you, too, think evil of me?" she asked.

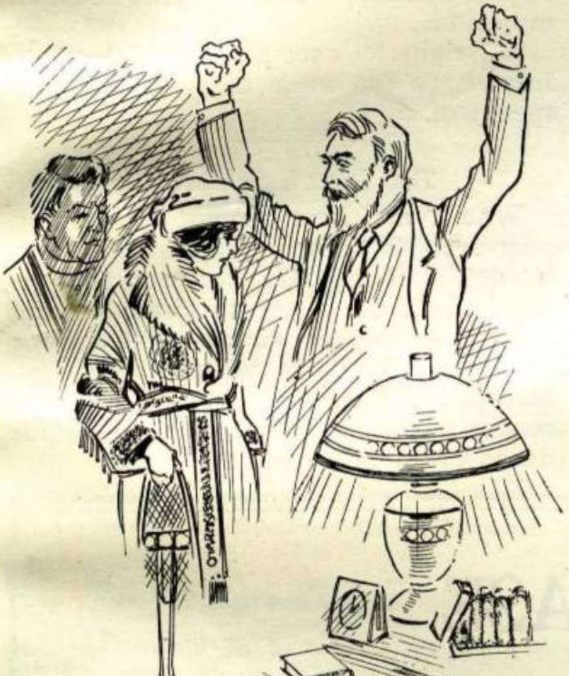
"No, I do not," returned the addressed staunchly. "But your father is entitled to an explanation. I will leave you together. Tell him everything, I urge you." He made as if to go.

They were to be alone! For an instant hope warmed the girl's heart and brain. But almost at once it was crushed within her.

"No," said the chief factor, "stay where you are, parson. If Marjorie has no shame to hide let her speak out before you."

The pastor said nothing. He was puzzled and anxious. His young friend's conduct was incomprehensible, to say the least.

"Oh, father," she pleaded, "have patience with me."



"Patience! Patience!" As the parent pronounced the word, he flung aloft his hands with a gesture of fierce impatience. "Ain't I all patience? But I warn you, miss, your mulishness exasperates me beyond bounds. Beware! Beware!" In the blindness of a sudden red anger he shook his fist at her. She did not shrink. Her lip trembled, in her cheeks the color came and went; but she drew herself up to her full height, and her eyes met her father's, if not defiantly, at least bravely. Something in the girl's attitude stirred his fury the more. Losing all his remaining temper, he snarled and jumped forward, his arm raised as if to strike.

Quick as light, the clergyman was between them. The other man's arm dropped slowly. This outcome was so absolutely outside of his calculations that he stood staring, speechless, dumbfounded.

It was Armstrong who broke the silence.

"Mr. MacDonald," he said severely, "I have remained at this painful interview much against my wish. You insisted upon it, but, if you do not control yourself, I will not remain a moment longer. I am a missionary, a man of peace, but a woman shall not be struck, not even by her father, in my presence without my lifting a hand in her defence."

"Ah! Say you so?" said MacDonald, with a harsh laugh. "You would prevent it, eh?"

"Yes, and by brute force if necessary," replied Armstrong with spirit.

Marjorie stood in dazed terror. "Hush! Oh hush!" she cried in a panic, touching his arm.

"What! *You?*" cried the chief factor, taking no account of his daughter, and gaining control of himself as he went on. "Well, well, well! Who would have guessed it? Why, the evangelist has red blood in his veins after all!" Then suddenly, after a long pause, he went on. "Armstrong, I have always exacted implicit obedience from my children, and I intend to do so till the end. I have asked my daughter a simple question and demand her answer. I have known for some time that my son was a shameless rogue, I now wait to learn whether my daughter is—"

Before he could finish the sentence, the parson sprang before him. "Stop!" he commanded in a loud voice. "You shall not say it! You must be crazy!"

"Oh," cried Marjorie, in a low voice of agony. She shivered, then suddenly stiffened, and the righteous anger of the girl flared up. "Father," she said, dangerously, her eyes flashing stormily, "appearances are against me, and my strange silence justifies your wrath, but you are going too far."

"I will not stay under this roof a moment longer," said Armstrong, determinedly. "Come Marjorie, poor child, you shall go with me. We will leave your father to think it over by himself."

For some moments the silence of death reigned in the apartment. At last Mr. MacDonald drew himself up, looked long and narrowly at his daughter, and said:

"I have no daughter. That girl can go where she likes."

"Father, father!" cried the girl in anguish; then ran to him, sinking on her knees and clasping his hand.

He repulsed her roughly! "Away," he cried. "I have no daughter!"

In silence Mr. Armstrong lifted the girl to her feet; in silence he led her to the door. Then he turned and said solemnly:

"We leave you alone with your conscience, Duncan MacDonald. Remember that you are a father, that if your daughter's foot *has* slipped from the path of virtue, it is your duty to hold out your hand to her that she may not fall."

The determined old man stood for some mements after they had gone like one in the grip of a horrid dream. There was a damp upon his forehead that told its own story. The set teeth and clenched hands betokened that his proud nature was quivering under a sudden blow and vainly opposing physical resistance to the effect of a moral shock.

But the man had as brave, as tough and sinewy a spirit as falls to the lot of most men. Presently, little by little, his mind began to rally from the blow. He began to recover his self-possession. Dimly at first, but every moment more clearly, he found it possible to think—to reason.

(*To be continued*)

Got Under His Skin

"I'm looking for the man who wrote me this letter," said John Hooper as he stepped from the elevator, addressing the floor manager.

"I'll bet that's the chap who slipped me this message. He waited on me about five months ago when I purchased this suit," said Hooper. "I didn't realize it then, but now it comes back. He wanted my name, where I lived, what I did. He found out what I liked. He found my hobby. He apparently got me right on my choice of styles.

"Now look at this letter," said Hooper to the floor manager, "he's got me to a dot. Here is a real personal invitation that strikes me like service. New style and fabrics such as you expressed a desire to have the last time you were in,' it reads. I've been in Winnipeg for twenty-one years and never in my life have I ever received a personal invitation like this. The man took more than a selling interest in me when I purchased this suit. Somewhere he's made a record of my last transaction with him, and I want to tell you I appreciate this personal interest. If I didn't, I'd probably go somewhere else, despite the fact that this suit has given me complete satisfaction. In this entire letter, there's not a word about asking me to buy. He's told me about his merchandise and what he has which he believes will interest me—that's what I call friendliness. Many of us fellows are busy men and now and then, when we run across a man like this one, we appreciate the touch of personal interest, and I'll tell you it gets under my skin. Just such courtesies, if you want to call them such, are going to bring back whether I buy or do not buy. It puts a different stamp on the house in my mind.

"All right, let's see Mr. Tom Johnston. I want to see some of those suits he speaks of."

Too Much Sweetening

Whenever I hear a man or a woman over-praising somebody, I am inclined to doubt if all the flatterer says is true. In fact, I get so tired hearing about the friend's virtues that I hope it's not. So it is with advertising. Over-statement is unwise, because the reader not only doesn't believe it, but doesn't want to believe it.—*T.R.*

A MIND AT EASE

is good medicine for the body. It gives a man power to withstand the stress of steady toil, the pressure of business worries. No man, however, can have ease of mind where no provision has been made for the future of his wife and family. It is a duty he owes to himself, as well as to them, to make such provision, and the sanest, surest, easiest way to do so is through life insurance.

A small sum invested annually in a Great-West Life insurance policy will provide the requisite protection and pay a good return on your investment. Write us for exact particulars of rates and plans. State age at nearest birthday.

The Great-West Life Assurance Company

Dept. "D-30" **Head Office: WINNIPEG, CANADA**

BEAVER CHIPS

A TONGUE TWISTER

A lady saw a travelling tinker busily repairing some kettles, and, being inquisitive, she enquired:

"Are you copper bottoming 'em, my man?"

"No," he replied. "I'm aluminiuming 'em, mum."

DELICATE TOUCH

Colored Rookie—I'd lahk to have a new pair of shoes, suh!

Sergeant—Are your shoes worn out?

"Worn out? Man, the bottoms of mah shoes are so thin Ah can step on a dime an' tell whether it's heads or tails!"

PRECAUTION

Mrs. Casey—Me sister writes me that every bottle in that box we sent her was broken. Are yez sure yez printed "This side up with care" on it?

Casey—Oi am. An' for fear they shouldn't see it on the top, Oi printed it on the bottom as well.

INVITING TROUBLE

"Jim Bilkins is dead."

"How come?"

"He stuck his head into the Red Dog saloon and hollered 'Fire.' "

"Well?"

"They did."

TODAY'S GREAT THOUGHT

If a cannibal eats his father's sister, what is he? Ant-eater, dumb-bell!

If a cannibal eats his father and mother, what is he? An orphan, foolish!

If a cannibal eats his wife's mother, what is he? Gladiator. Strike three!

NOT A PERMANENT CURE

A colored man complained to a storekeeper that a ham he bought a few days before was not good.

"That ham's all right," said the storekeeper.

"No, suh, boss; it sho' is bad!"

"Can't be bad; it was only cured last week."

"Well, suh, boss; I reckon dat ham done had a relapse."

WHO'S RUNNING THIS SHOW?

Tall Handsome Bandit (holding up train)—Now, I'll take money from the men and a kiss from every woman.

Short Partner—Never mind about the kissin' Jack; get the dough.

Old Maid in the Rear—You mind your own business, the tall gentleman's robbing this train!

SURPRISE FOR MOTHER

Marjory—Mamma, were you at home when I was born?

Mother—No, darling, I was at grandma's, in the country.

Marjory—Wasn't you awf'ly s'prised when you heard about it?

A MAN NAMED DODGIN

A man named Dodgin was recently appointed foreman, but his name was not known to all the men under him. One day while on his rounds he came across two men sitting in a corner smoking, and stopped near them.

"Who are you?" asked one of them.

"I'm Dodgin, the new foreman." he replied.

"So are we. Sit down and have a smoke."

WHERE CASH IS BULKY

A story is told of a continental traveler who brought with him into the restaurant-car an enormous bag which he deposited by the side of the table.

The conductor promply rebuked him, saying, "You mustn't bring that bag in here. You must put your luggage in the van."

"That's not my luggage," was the reply. "I'm going to Austria; that's my purse."

WHERE HE WAS

The minister met Tom, the village ne'er-do-well, and, much to the latter's surprise, shook him heartily by the hand. "I'm so glad you've turned over a new leaf, Thomas," said the good man.

"Me?" returned Tom, looking at him dubiously.

"Yes, I was so pleased to see you at the prayer meeting last night."

"Oh," said Tom, light breaking in on him, "so that's where I was, is it?"

H. B. C. ATHABASCA-MACKENZIE TRANSPORT

(1) Steamer "Athabasca River."

(2) Steamer "Mackenzie River."

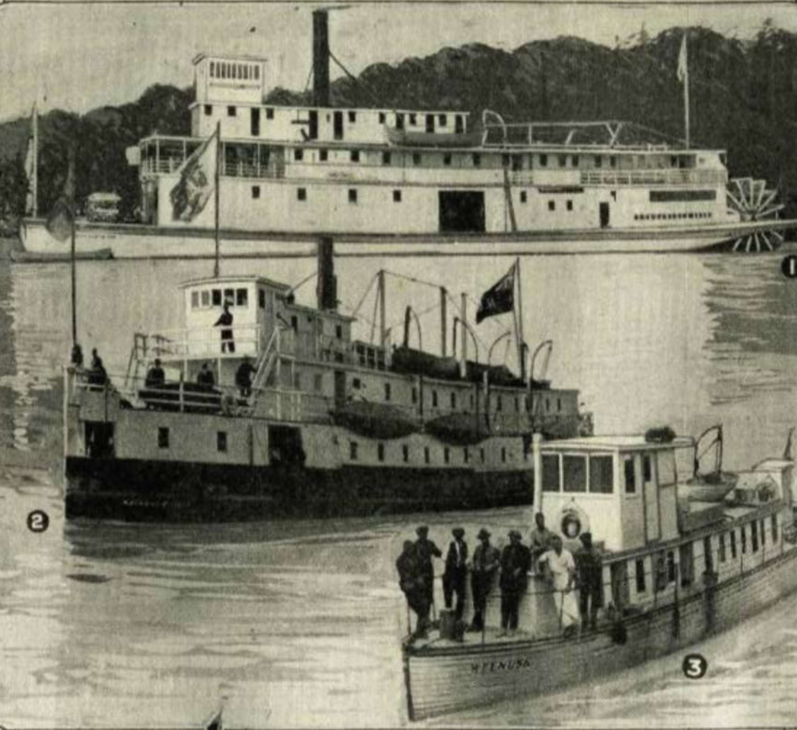
(3) Motor Boat "Weenusk."

(4) Cree Indians, Edmonton.

(5) Poling Canoes Upstream.

(6) Playmates of the North—Chipewyan.

(7) Junction Athabasca and Clearwater Rivers.



(8) Oldtime Scow Transport, Athabasca River.

(9) View on Peace River.

(10) H.B.C. Winter Mail Packet.

(11) Polar Bear, Arctic Coast.

(12) Mackenzie Delta Eskimos.

(13) Arctic Coast Eskimo and Kayak.